

Bachelor of Business Administration (B.B.A.)		Semester - III	
Course Title: Indian Entrepreneurs & Industrial Management (IKS – University Basket) University Letter No. AK/7251/2023 Dated 14.09.2023		Type of Course: IKS	
Credit: 02			
Internal Marks: 25	Theory:02 Hours	Practical: Nil	Teaching Hours: 30
	External Marks:25	Total Marks:50	External Exam Time: 1 Hour

COURSE OUTCOMES:

Objectives:

- To make the students familiar with the pioneer Indian Entrepreneurs and learn meaningful lessons from their struggle and success
- To provide significant insights for current industrial management and overcoming its challenges

Learning Outcomes:

- After completion of the course, learners will be able to:
- Gain an expansive and deep appreciation of entrepreneurship
- Understand the role of entrepreneurs in the economy
- Know history of Indian entrepreneurs in pre and post-independence era
- Know various government schemes for entrepreneurship development

SYLLABUS

Unit - 1	Fundamentals of entrepreneurship and pre independence Indian entrepreneurs <ul style="list-style-type: none"> • Brief concept of entrepreneurship • Meaning and definition of entrepreneurs • Traits of good entrepreneurs • Types and functions of entrepreneurs Struggle and success story of pre independence Indian entrepreneurs <ul style="list-style-type: none"> • Shri Jamsetji Tata • Shri Ghanshyam Das Birla • Shri Ardeshir Godrej 	Hours: 12
Unit – 2	Growth of entrepreneurship in India and post-independence Indian entrepreneurs <ul style="list-style-type: none"> • Current and emerging scenario of entrepreneurship in India • Government schemes for women entrepreneurs Struggle and success story of pre independence Indian entrepreneurs <ul style="list-style-type: none"> • Shri Ratan Tata • Shri Dhirubhai Ambani • Shri Narayana Murthy Eminent women entrepreneurs <ul style="list-style-type: none"> • Kiran Mazumdar-Shaw • Aditi Gupta • Falguni Nayar 	Hours:12
Unit - 3	Industrial Management	Hours: 6



- Idea Generation, Screening, Selection and Managing Resources
- Leading and building the team in an enterprise
- Forms of Ownership
- Managing growth, expansion and winding up of business

REFERENCES

1. Management and Entrepreneurship Development- By G.S. Sudha, Indus Valley Publication.
2. Management of Small-scale industry- By Dr. Vasant Desai, Himalayan Publishing House.
3. Dynamics of Entrepreneurial Development and Management- By Dr. Vasant Desai, Himalayan Publishing House.
4. Venture Capital-The Indian Experience- By J. M. Pandey, Prentice Hall of India Publication.
5. Fundamental of Entrepreneurship- By S. K. Mohanty, Prentice Hall of India Publication.
6. Entrepreneurial Development- By S.S. Khanna, Sultan Chanda Publication

WEBSITES

1. www.ediindia.org
2. <https://em.iith.ac.in> (Department of Entrepreneurship and management, IIT Hyderabad)
3. <https://old.mu.ac.in> (Mumbai University)
4. <https://CCSUniversity.ac.in> (Chaudhari Charan Singh University, Meerut)
5. SWAYAM Portal – Entrepreneurship by Prof. C. Bhaktavastala Rao, IIT Madras
6. SWAYAM Portal – Management: Entrepreneur Development by Prof. Dr. Nilam Panchal