

# **OAI1301 – Entrepreneurial Development course, as per Anna University's curriculum (Regulation 2021 for B.E./B.Tech. – Open Elective):**

**Credits:** 3

**Category:** Open Elective (Interdisciplinary)

**Offered by:** Department of Management Studies / Interdisciplinary Elective Cell

## **Course Objectives:**

- To develop entrepreneurial competencies among students.
- To provide insights into the process of identifying and evaluating business opportunities.
- To enable students to prepare business plans and understand the role of institutional support systems for entrepreneurship.
- To create awareness about innovation, startup ecosystem, and funding mechanisms.

## **UNIT I: ENTREPRENEURSHIP FOUNDATIONS**

Concept of Entrepreneurship – Definitions - Entrepreneur – Characteristics, Types  
Intrapreneurship vs. Entrepreneurship - Entrepreneurial motivation – McClelland's theory - Barriers to Entrepreneurship - Role of Entrepreneurs in Economic Development

## **UNIT II: OPPORTUNITY IDENTIFICATION AND PROJECT FORMULATION**

Creativity and Innovation in Entrepreneurship - Opportunity Scanning and Identification  
- Business Ideas – Sources and Selection - Market Feasibility Analysis - Technical and Financial Feasibility - Project Report Preparation and Evaluation

## **UNIT III: BUSINESS PLAN AND START-UP PROCESS**

Business Plan – Meaning, Significance, Components - Lean Canvas and Business Model Canvas - Steps in Starting a Business – Legal Formalities - Intellectual Property Rights (IPR) - Start-up India Policy – DPIIT recognition - Startup Registration and Compliance

## **UNIT IV: ENTREPRENEURIAL SUPPORT SYSTEM**

Institutional Support to Entrepreneurs - MSME, SIDBI, NSIC, EDII, DIC, TIDCO, TANSIDCO, NABARD - Role of Commercial Banks and NBFCs - Incubators, Accelerators, Angel Investors - Venture Capital and Private Equity - Government Schemes – PMEGP, MUDRA, Stand-Up India

## **UNIT V: ENTREPRENEURSHIP IN ACTION**

Women and Social Entrepreneurship - Rural and Agri-Entrepreneurship - Case Studies of Successful Entrepreneurs (Indian and Global) - Sustainable and Green Entrepreneurship - Pitching to Investors – Elevator Pitch, Deck - Emerging Trends – Digital Entrepreneurship, Gig Economy, Circular Economy

**Course Outcomes:**

Upon completion of this course, students will be able to:

1. Understand the fundamentals of entrepreneurship and the role of entrepreneurs.
2. Identify, evaluate, and select business opportunities.
3. Formulate business plans and understand the startup process.
4. Gain knowledge of institutional support mechanisms for entrepreneurs.
5. Analyze case studies and emerging models in entrepreneurial practice.

**Textbooks:**

1. Khanka S.S. – *Entrepreneurial Development*, S. Chand Publishing, Latest Edition.
2. Hisrich R.D., Peters M.P. – *Entrepreneurship*, Tata McGraw Hill, Latest Edition.

**Reference Books:**

- Kuratko, D.F. – *Entrepreneurship: Theory, Process, and Practice*, Cengage Learning.
- Dollinger M.J. – *Entrepreneurship: Strategies and Resources*, Pearson Education.
- Vasant Desai – *Dynamics of Entrepreneurial Development and Management*, Himalaya Publishing.