

UNIVERSITY OF MADRAS
B.A. DEGREE PROGRAMME IN ECONOMICS
 SYLLABUS WITH EFFECT FROM 2023-2024

SECOND YEAR-SEMESTER - III

| Subject Code | Subject Name | Category | L | T | P | S | Credits | Inst. Hours | Marks | | |
|----------------------------|--|----------|---|---|---|---|---------|-------------|-------|-----------------|--------------|
| | | | | | | | | | CIA | External | Total |
| 204S3A | ENTREPRENEURIAL ECONOMICS | SEC-4 | | | | | 1 | 1 | 25 | 75 | 100 |
| Learning Objectives | | | | | | | | | | | |
| C1 | To describes the factors influencing entrepreneurship | | | | | | | | | | |
| C2 | To know the various theories of motivation and its advantages | | | | | | | | | | |
| C3 | To Identify the opportunities to create value for others | | | | | | | | | | |
| C4 | To evaluate the creativity and entrepreneurship. | | | | | | | | | | |
| C5 | To analyse the sources of finance for business. | | | | | | | | | | |
| UNIT | Contents | | | | | | | | | | No. of Hours |
| I | Introduction Entrepreneurship: Meaning and Importance - Evolution of term 'Entrepreneurship' - Factors influencing Entrepreneurship: Psychological, Social, Economic and Environmental - Characteristics of an Entrepreneur - Types of Entrepreneurs- New Generations of entrepreneurship - Barriers to entrepreneurship | | | | | | | | | | 15 |
| II | Entrepreneurial Motivation Motivation: meaning and Definition – Theories of Motivation: Maslow's, Herzberg's, McGregor's and Achievement Theory - Culture & Society - Values / Ethics – Risk-taking behaviour | | | | | | | | | | 12 |
| III | Creativity and entrepreneurship Creativity and entrepreneurship - Steps in Creativity - Innovation and inventions - Legal Protection of innovation - Skills of an Entrepreneur - Decision making and Problem Solving (Steps in Decision Making) | | | | | | | | | | 18 |
| IV | Sources of Finance Sources of Finance: Long term Sources -Equity Shares, Preference Shares and debentures- Kinds Private Placements- IPO-SEBI- FDI- Institutional Finance - Banks - IDBI, IFCI, IIBI, ICICI, SIDBI, SFCs in India - Merchant Banks in India - NBFCs in India | | | | | | | | | | 15 |
| V | Rules and Legislation Industries Development (Regulations) Act, 1951 - Factories Act 1948 - The Industrial Employment (Standing Orders) Act - Environment (Protection) Act, 1986 - The Sale of Goods Ac, 1950 - Industrial Disputes Act 1947 | | | | | | | | | | 15 |
| Total | | | | | | | | | | 75 hours | |

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| Course Outcomes | | Programme Outcomes |
|------------------------|---|---------------------------|
| CO | On completion of this course, students will | |
| 1 | Explain the importance and factors influencing entrepreneurship | PO1,PO2 |
| 2 | Understand and apply entrepreneurial theory using lean start-up principles. | PO1,PO2 |
| 3 | Recognize and evaluate Creativity and entrepreneurship | PO1, PO4 |
| 4 | Understand the Various sources of Finance available for entrepreneur | PO1 |
| 5 | Know the Applicability of Legislation and Rules | PO6 |
| Textbooks | | |
| 1 | Desai, V. (2009). Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House. | |
| 2 | Srinivasan, N. P., & Gupta, G. P. (2001). Entrepreneurial Development". <i>Sultan Chand and Sons, New Delhi</i> | |
| 3 | Simon. C Parker, "The Economics of Entrepreneurship", Cambridge University Press, 2009 | |
| 4 | K. Glancey, R. McQuaid and Jo Campling, "Entrepreneurial economics", Palgrave Macmillan UK, 2000 | |
| 5 | Akland Alexander Tabarrok, "Entrepreneurial Economics", Oxford University Press, 2002 | |
| Reference Books | | |
| 1. | Glancey, K., McQuaid, R., & Campling, J. (2000), Entrepreneurial Economics. London: Macmillan. | |
| 2. | Casson, M., & Buckley, P. J. (2010). Entrepreneurship, Edward Elgar Publishing. | |
| 3. | Parker, S. C. (2018). The Economics of Entrepreneurship. Cambridge University Press. | |
| 4. | Harper, D. A. (2003). Foundations of Entrepreneurship and Economic Development. Routledge | |
| 5. | Khanka, S. S. (2006). Entrepreneurial Development. S. Chand Publishing. | |
| Web Resources | | |
| 1. | https://www.startupindia.gov.in/ | |
| 2. | https://www.ediindia.org/ | |
| 3. | https://skillindia.gov.in/ | |
| 4. | https://www.startupindia.gov.in/ | |
| 5. | https://indianstartups.com/ | |

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Mapping with Programme Outcomes:

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| CO 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| CO 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| CO 5 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| Weightage | 15 | 14 | 14 | 15 | 15 | 14 | 14 | 15 |
| Weighted percentage of course contribution to POS | 3.0 | 2.8 | 2.8 | 3.0 | 3.0 | 2.8 | 2.8 | 3.00 |

S-Strong-3 M-Medium-2 L-Low-1

Level of Correlation between PSO's and CO's

| CO /PO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|-------------|-------------|-------------|-------------|-------------|
| CO1 | 2 | 2 | 3 | 2 | 2 |
| CO2 | 2 | 2 | 3 | 3 | 2 |
| CO3 | 3 | 3 | 3 | 3 | 2 |
| CO4 | 2 | 2 | 2 | 2 | 2 |
| CO5 | 2 | 2 | 3 | 2 | 3 |
| Weightage | 11 | 11 | 14 | 12 | 11 |
| Weighted percentage of Course Contribution to PSOs | 2.2 | 2.2 | 2.8 | 2.6 | 2.2 |

Strong-3 M-Medium-2 L-Low-1