

ENTREPRENEURSHIP SYLLABUS – Ph.D. Program Fall-2024

No.	Unit	Sub-unit
1.	Entrepreneurial Environment	<ul style="list-style-type: none"> • Global Entrepreneurship Environment (E.g. Global Entrepreneurship Monitor) • Business Climate in India (E.g. Ease of Doing Business – Start-up India) • Indian Start-up Ecosystem • Women’s Entrepreneurship in India
2.	Entrepreneurial Opportunity	<ul style="list-style-type: none"> • Business Opportunities in India • Environment Scanning • What defines a good business opportunity? • Spotting Trends
3.	Venture Capital	<ul style="list-style-type: none"> • Equity Financing • Angel Investing • Debt Financing • Financial Statements • Bootstrapping & Crowdfunding for resources
4.	Marketing & Growth of Enterprises	<ul style="list-style-type: none"> • Marketing challenges faced by Entrepreneurs • Entrepreneurial Marketing Techniques of Start-ups • Reasons for the growth of entrepreneurship and Start-ups in India • Role of Business Incubation
5.	Tools & Techniques	<ul style="list-style-type: none"> • Design Thinking • Idea generation techniques • Testing and experimenting with new ideas (Prototyping, Story Boarding, etc.)

Reference Books

- Charantimath, P. M. (2013). *Entrepreneurship development and small business enterprises*. Pearson Education India.
- Roy, R. (2016). *Entrepreneurship*. Oxford University Press.
- Neck, H. M., Neck, C. P., & Murray, E. L. (2023). *Entrepreneurship: The practice and mindset*. Sage publications.
- Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2017). *Entrepreneurship*. McGraw-Hill Education.