

**Guidelines for the
Paper “Entrepreneurship and New Venture Planning”
(B.Com. Semester-IV, DSC 4.1, NEP Course, University of Delhi)**

Minutes of the Meeting

Date: 8th February, 2025 (Saturday)

Time: 10 a.m. onwards

Venue: Online via Google Meet

Agenda: Guidelines for the paper titled ‘Entrepreneurship and New Venture Planning’ (B.Com Semester IV, DSC 4.1, NEP Course, University of Delhi)

An online meeting, held on 8 February 2025 at 10 a.m., was held to discuss and finalize the guidelines for the paper “Entrepreneurship and New Venture Planning” for B.Com Semester IV (DSC 4.1). The meeting was jointly organized by the **Department of Commerce, Delhi School of Economics**, University of Delhi and **Sri Aurobindo College**, University of Delhi.

The meeting was convened by **Prof. (Dr.) Namita Rajput**, Professor, Department of Commerce, Sri Aurobindo College.

Department Representative: **Dr. Kirti Singh** from the Department of Commerce, Delhi School of Economics, University of Delhi.

The following members were present in the online meeting:

S. No.	Name of the Faculty	College Name
1	Prof. (Dr.) Namita Rajput (Convenor)	Sri Aurobindo College
2	Dr. Shivani Raheja	Aryabhatta College
3	Dr. Nidhi Bansal	Atma Ram Sanatan Dharma College
4	Jatin Jangra	College of Vocational Studies
5	Deepika Mishra	College of Vocational Studies
6	Dr. Reema Dehal	Daulat Ram College
7	Ms. Deepika Jindal	Daulat Ram College
8	Diya Sharma	Dyal Singh College (M)
9	Dr. Amarjeet Kaur	Dyal Singh college
10	Dr. Romita Popli	Gargi College
11	Sunita Kumari	Gargi College
12	Dr. Namita Aggarwal	Gargi College
13	Monica Chhabra	Jesus and Mary College
14	Dr. A Porchelvi	Lakshmibai College

15	Dr. Sucheta Gauba	Lakshmibai College
16	Dr. Jyotsna	Maitreyi College
17	Dr. Gita Nijhawan	P. G. D. A. V. College (M)
18	Mr. Rajnish Sharma	P.G.D.A.V. College (Evening)
19	Dr. Shikha Daga	PGDAV College
20	Dr. Sarika Sharma	PGDAV College (E)
21	Krishan Kumar	Ram Lal Anand College
22	Rajinder Singh	Ram Lal Anand College
23	Nitika Aggarwal	Ramjas College
24	Sakshi Sharma	SGGSCC
25	Ms. Priyanka Yadav	Shyam Lal College (M)
26	Dr. Parul Goel	Sri Aurobindo College
27	Ila Yadav	Sri Aurobindo College
28	Ankit Singh	Sri Aurobindo College
29	Dr. Jasmine Kaur Lamba	Sri Guru Nanak Dev Khalsa College
30	Priya Dahiya	Sri Guru Nanak Dev Khalsa College
31	Angel Josy Lakra	Sri Venkateswara College
32	Megha Rawat	Vivekananda College

The meeting started with a welcome note by Prof. (Dr.) Namita Rajput. She welcomed all the participants from different colleges of the University in the meeting. Prof. (Dr.) Namita Rajput formally took the agenda of the meeting. The following guidelines were set in the online meeting with the consent of all the faculty members:

Objective:

This paper aims to develop an entrepreneurial mindset among students, equipping them with the knowledge and skills necessary for business startup, innovation, and venture development.

Unit 1: Introduction (9 hours)

- **Concept and Definitions of Entrepreneurship:** A few entrepreneurship definitions, then analyze them and give students conceptual clarity (concept, definitions, nature, importance, functions, qualities)
- **Entrepreneurial Mindset, Traits and Qualities of Entrepreneurs:** Factors affecting positive and disruptive mindset to become an entrepreneur, qualities of an entrepreneur
- **Factors Affecting the Emergence of Entrepreneurship: personal and PESTEL factors,** Role of Social Media like Instagram and Facebook Marketing
- **Theories of Entrepreneurship (Limited to features and fundamental differences)**
 - Economic Entrepreneurship Theory – Richard Cantillon
 - Classical Theory (Adam Smith, David Ricardo) and Neo-Classical Theory (Alfred Marshall)
 - Austrian Market Process (AMP) – Joseph Schumpeter

- Resource-Based Theory – Jay B. Barney
- Financial Capital/Liquidity Theory – Various Economic Theorists
- Social Capital or Social Network Theory – Shane & Eckhardt
- Human Capital Entrepreneurship Theory – Gary Becker
- Psychological Entrepreneurship Theory – David McClelland,
- Sociological Entrepreneurship Theory – Paul D. Reynolds
- Opportunity-Based Entrepreneurship Theory – Peter Drucker,
- Entrepreneurship Innovation Theory – Joseph Schumpeter
- **Role of an Entrepreneur in Economic Growth:** Relationship of entrepreneur and economic development with some real-life examples of famous entrepreneurs that have contributed to generating employment opportunities and significantly driving the economy at national and global levels like Ambani, Adani, Birla, etc. and similar other examples
- **Generation of Employment Opportunities:** Discuss with data-driven, relatable examples
- **Complementing and Supplementing Economic Growth, Bringing About Social Stability and Balanced Regional Development of Industries:** Explaining the Role of MSMEs in National Income Growth, Job Creation and Contribution to GDP.
(Teaching Guidelines:
 1. **Balanced Growth** – Entrepreneurship reduces regional disparities.
 2. **Economic Impact** – Job creation, self-sufficiency.
 3. **Market & Resources** – Opportunities, cost efficiency.
 4. **Govt. Support** – Startup India, PMEGP, tax benefits.
 5. **Social Influence** – Culture, networks, changing mindsets.
 6. **Success Stories** – Ola, Amul, BYJU's.
 7. **Activities** – Case studies, debates, business plans.
 8. **Assessment** – Quizzes, presentations.)

Unit 2: Types of Entrepreneurs (9 hours)

Classification and Types of Entrepreneurs: Meaning, Characteristics (Nature, Role, Importance), Challenges supported with real-life examples

Types of Entrepreneurs

- **Motivation:** Classic (profit-focused); Social (impact-driven).
- **Industry:** Technology (innovation); Retail (customer-oriented).
- **Growth:** Lifestyle (passion-driven); High-Growth (rapid expansion).
- **Innovation:** Innovative (new ideas); Imitative (adapt existing models).
- **Legal Structures:** Sole Proprietorship: Single-owner control; Partnership: Shared ownership, collaborative growth.
- **Risk Tolerance:** High-Risk: Uncertain but high-reward ventures; Low-Risk: Stable, proven business models.
- **Funding:** Bootstrapped: Self-funded, slow growth; venture-backed: Investor-funded, rapid scaling.
- **Innovation & Business Models:** Technopreneurs: Tech-driven businesses; Social Entrepreneurs: Solve societal issues via business.

- **Ownership Transition:** Serial: Multiple business founders; First-Gen: Start from scratch. Multi-Gen: Expand family businesses.
- **Women Entrepreneurs:** Economic Impact: Major GDP contribution; Sector Growth: Rising in tech, health, and finance.

(To give a holistic view, explain these types very briefly with a focus on women, social, corporate, and family business types in detail)

- **Women Entrepreneurs** (Problems, Development Policies, Successful Women Entrepreneurs, Government Initiatives for women)
- **Social Entrepreneurship**
- **Corporate Entrepreneurs**
- **Family Business: Concept, Structure, and Kinds of Family Firms**
1st generation entrepreneurs
- **Culture and Evolution of Family Firms**

(All these types have to be done in detail with illustrations)

Managing Business: Important elements of managing business with examples

Unit 3: Business Plan (9 hours)

Creating an Entrepreneurial Venture

Generating Business Ideas: Factors, Characteristics of a Successful Entrepreneur, Sources of Business Idea (Internal and External), Techniques and Sorting of Business Ideas,

Team Building: Measures for team building in entrepreneurship and functions of founding team members

Sources of Innovation, Creativity, and Entrepreneurship: Types of Thinking Convergent and divergent, Techniques to innovative thinking - Brainstorming, Nominal, Delphi and other similar techniques, how to create creative environment, source of innovation (internal and external)

Challenges in Managing Innovation: Notable challenges with examples

Entrepreneurial Strategy and Scaling Up: Developing the developmental strategies, key challenges of scaling up

Business Planning Process: Why, how, when, purpose,

Drawing Business Plans: Guidelines, components, feasibility study with examples

Failure of the Business Plan: Factors contributing to failure, managing the challenges - explain with cases and examples of business failures.

Unit 4: Mobilizing Resources (9 hours):

Resource Mobilization for Entrepreneurship: Importance, Steps, Planning and Management

- **Types of Resources**
- **Process of Resource Mobilization**
- **Arrangement of Funds**
- **Writing a Funding Proposal**
- **Traditional Sources of Financing**
- **Venture Capital**

- **Angel Investors**
- **Business Incubators**

(Explain the above topics with examples)

Unit 5: Managerial Aspects of Business and Government Initiatives (9 hours)

- **Managing Finance**
- **Understanding Capital Structure**
- **Organization Structure and Management of Human Resources in a New Enterprise**
- **Marketing-Mix:** Old (4Ps) and new concept (7Ps)
- **Management of Cash**
- **Relationship Management**
- **Cost Management**
- **Government Initiatives for Promoting Entrepreneurship:** StartUp India, Atal Innovation Mission, ASPIRE
- Supporting agencies like SIDBI, NABARD, SIDC, Skill India Mission, PM Kaushal Vikas Yojana, National Apprenticeship Promotion Scheme, National Science and Technology Entrepreneurship Development Board, and respective challenges of the scheme.

ASSESSMENT

Weightage: 18 marks each (equal weightage for all units)

- Internal Assessment: 24 (Assignment+Test) + 6 Attendance = 30 marks
- Continuous Assessment: 35 CA + 5 Attendance = 40 marks
- **Capstone Project** (to be done at the end by applying all the key points and concepts of entrepreneurship and venture planning: 15 marks project + 5 marks presentation + 15 marks (cases, quiz, class engagement, etc.)
 - Case study will be given to students in the final paper but in choice.
 - **Exercises**
 1. Discuss various cases of entrepreneurship and distinguish between different entrepreneurial traits.
 2. Analyze the various facets of the rural economy and prepare a business plan for a start-up venture in a rural setting.
 3. Analyze and present the key initiatives of the Government of India to promote entrepreneurship in the country's business sector.
 4. Analyze and interpret a case study on the business philosophy of Tata Group, Aditya Birla Group, Reliance Industries Limited, and similar organizations.
 5. Participate in a business plan competition by designing a proposal and identifying alternative sources of raising finance for start-ups.

NOTE: THESE GUIDELINES TO BE SHARED WITH THE PAPER SETTER

All the faculty members participated actively in the deliberation and appreciated the initiative of Senior Prof. (Dr.) Ajay Kumar Singh, Head and Dean, Department of Commerce, University of Delhi for arranging this meeting. The meeting ended with a vote of thanks to Prof. (Dr.) Namita Rajput, Convenor of the meeting.



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