

ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ  
MANGALORE UNIVERSITY

(Accredited by NAAC)

ಕ್ರಮಾಂಕ/ No. : MU/ACC/CR 4/2023-24/A2

ಕುಲಸಚಿವರ ಕಛೇರಿ

ಮಂಗಳಗಂಗೋತ್ರಿ - 574 199

Office of the Registrar

Mangalagangothri - 574 199

ದಿನಾಂಕ/Date:07.10.2023

**NOTIFICATION**

Sub: Revised syllabus of II Semester course in M.Com Programme

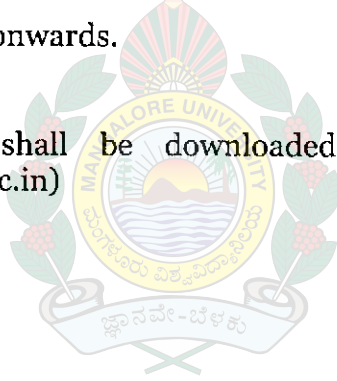
Ref: Academic Council approval vide agenda

No.: ಎಸಿಸಿ: ಶೈ.ಮ.ಸಾ.ಸ.2:18(2023-24) dtd 04.10.2023.

\*\*\*\*\*

The revised syllabus of II Semester CMS 452 A: Entrepreneurial Start-Up Ecosystem Course in M.Com. programme which is approved by the Academic Council at its meeting held on 04.10.2023 is hereby notified for implementation with effect from the academic year 2023-24 and onwards.

Copy of the Syllabus shall be downloaded from the University Website (www.mangaloreuniversity.ac.in)



  
REGISTRAR

To

1. The Registrar (Evaluation), Mangalore University.
2. The Chairman, PG BOS in Commerce, Dept. of Studies in Commerce, Mangalore University.
3. The Chairman, Dept. of Studies in Commerce, Mangalore University.
4. The Principals of the College Concerned.
5. The Superintendent (ACC), O/o the Registrar, Mangalore University.
5. The Asst. Registrar (ACC), O/o the Registrar, Mangalore University.
6. The Director, DUIMS, Mangalore University – with a request to publish in the Website.
7. Guard File.

ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ  
ವಾಣಿಜ್ಯ ಅಧ್ಯಯನ ವಿಭಾಗ

ನಂ.ಮಂ.ವಿ/ಸ್ನಾ.ವಾಣಿಜ್ಯ/ 12 /2023-24

ಸ್ಥಳ:ಮಂಗಳಗಂಗೋತ್ರಿ  
ದಿ: 16-08-2023

ಪ್ರೊ.ವೈ.ಮುನಿರಾಜು  
ಅಧ್ಯಕ್ಷರು, ಅಧ್ಯಯನ ಮಂಡಳಿ

ರಿಗೆ,

ಕುಲಸಚಿವರು,  
ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ,  
ಮಂಗಳಗಂಗೋತ್ರಿ-574 199.

ಮಾನ್ಯರೇ,

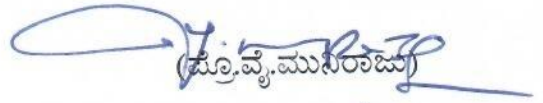
ವಿಷಯ: ಎಂ.ಕಾಂ 2ನೇ ಸೆಮಿಸ್ಟರ್‌ನ CMS 452 : Entrepreneurial  
Start-Up Eco System ಪತ್ರಿಕೆಯ ಪರಿಷ್ಕರಣೆ ಮಾಡಿ  
ಮರುಸಲ್ಲಿಸುವ ಬಗ್ಗೆ

\*\*\*\*\*

ಮೇಲಿನ ವಿಷಯಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ, ದಿ: 08-08-2023 ರಂದು ನಡೆದ ವಿದ್ಯಾ ಪರಿಷತ್ತಿನ  
ಸಭೆಯಲ್ಲಿ ಗೌರವಾನ್ವಿತ ಕುಲಪತಿಯವರು ಈ ಎಂ.ಕಾಂ 2ನೇ ಸೆಮಿಸ್ಟರ್‌ನ  
CMS 452 : Entrepreneurial Start-Up Eco System ಪತ್ರಿಕೆಯ ಪರಿಷ್ಕರಣೆ ಮಾಡಿ ಈ ಪತ್ರಿಕೆಯಲ್ಲಿ  
ಒಟ್ಟು ಉಪನ್ಯಾಸಗಳ ಗಂಟೆ, ಪ್ರತಿ ಯುನಿಟ್‌ಗಳ ಪ್ರಕಾರ ಉಪನ್ಯಾಸಗಳ ಗಂಟೆ ಹಾಗೂ  
ಟ್ಯುಟೋರಿಯಲ್‌ಗಳ ಸವಿವರಗಳನ್ನು ಸೇರಿಸಿ ಮರುಸಲ್ಲಿಸಲು ತಿಳಿಸಿದ್ದರು. ಅದರ ಪ್ರಕಾರ ಎಲ್ಲಾ  
ಮಾರ್ಪಾಟುಗಳನ್ನು ಮಾಡಿ ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಸದಸ್ಯರುಗಳಿಗೆ circulation ಮುಖಾಂತರ ತಿಳಿಸಿ  
ಅವರ ಅಭಿಪ್ರಾಯಗಳನ್ನು ಕ್ರೋಢೀಕರಿಸಿ ಮೇಲ್ಕಂಡ ಪತ್ರಿಕೆಯಾದ CMS 452 : Entrepreneurial  
Start-Up Eco System syllabus ನ್ನು ಲಗತ್ತಿಸಿ ಮರುಸಲ್ಲಿಸಲಾಗುತ್ತಿದೆ.

ವಂದನೆಗಳೊಂದಿಗೆ,

ತಮ್ಮ ವಿಶ್ವಾಸಿ,

  
(ಪ್ರೊ.ವೈ.ಮುನಿರಾಜು)  
16/8/23

**M.Com**  
**II Semester**

**CMS452: Entrepreneurial Start-Up Ecosystem**

**Work load: 3 hours lecture and 2 hours tutorial per week: total 4 credits, 64 hours lectures**

- Objectives:**
- To educate the younger generation about the need and essence of entrepreneurial spirit.
  - To orient the learners with the eco-system of venturing in to new businesses.
  - To provide knowledge of various schemes and privileges for start-ups in India.

**Outcomes :** Inculcate an entrepreneur spirit, job providers and change makers.

**Unit -1:** **Entrepreneurship Ecosystem:** Meaning and characteristics of entrepreneurial ecosystem and Introduction in entrepreneurial ecosystem, entrepreneurial ecosystem framework, culture, formal institutions, infrastructure, Demand factors, Network systems, Leadership, Finance, Talent, new knowledge, skills, intermediate services, science and technology. Present entrepreneurial ecosystem in Karnataka, India and Globe. **(9 hours)**

**Unit -2:** **Start-up and unicorns landscape :** Steps in start-up business, start-up ideas in travel and transportation sectors, event organizing, real estate sectors, Agri-business, Food sectors, Service sectors, Online business ideas, Fin-tech, Edu-tech, Spiritual sectors, Social sectors, Social media and Marketing Services and other sectors. Unicorn start-up companies, Indian Unicorn landscape, Unicorn start-up companies in the world and Decacorns and Hectocorns. **(16 hours)**

**Unit-3:** **Institutions and Development of Entrepreneurship:** Role of Government in promoting Entrepreneurship, MSME policy in India, Agencies for Policy Formulation and Implementation: District Industries Centres (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), SIDBI, RUDSET, MFI, SHGS, National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB), NABARD, MUDRA's financial support systems. **(8 hours)**

**Unit-4:** **Entrepreneurial Competency and Development:** Meaning and concept of Entrepreneurial Competency, Developing Entrepreneurial Competencies, Entrepreneurial Culture, Behavioural Competency, Managerial Competency, Autonomy, Imagination, Resilience Power, Practical Skills, Network Management, Entrepreneurial Mobility, Factors affecting Entrepreneurial mobility, Types of Entrepreneurial mobility. Entrepreneurial Motivation: Entrepreneurship Development Program: Needs and Objectives. **(7 hours)**

**Unit -5:** **Entrepreneurial propensity of women and first generation entrepreneurs:** Problems and opportunities of women and first generation entrepreneurs, entrepreneurial mindset and skill-sets. Entrepreneurship lifecycles, stages and thinking patterns, design thinking, Risk taking propensity, Cognitive skills, Vision wantrepreneurs, Decision making ability, problem solving and traits of the entrepreneurs, quest for value creation, job creation and wealth creation, Management of start-up units and development of micro to macro level enterprises. Highlighting the benefits of start-ups, Developing learning ability of business language. D.K District, Coastal Karnataka, Karnataka State, National and International best examples of the pioneers in entrepreneurial sectors. **(10 hours)**



**Unit -6: Business Ideas, project identification and formulation:** Forms of Business Ownership, Issues in selecting forms of ownership, Environmental Analysis, Identifying problems and opportunities, Planning Business Process, Project Management: Concept, Features, Classification of projects, Issues in Project Management, Project Identification, Project Formulation, Project Design and Network Analysis, Project Evaluation, Project Appraisal, Project Report Preparation, Specimen of a Project Report.

(14 hours)

- a) **Project and Field work :** The project or field work is an integral part of this course, students must visit the start-up enterprises, MSMEs and other organization for minimum three working days and submit the brief report. This report shall be monitored and evaluated by the respected teacher and this will be considered as an internal assessment for 30 marks.
- b) **Tutorial :** Tutorial consist of group discussion and debate on Leadership Roles, MEME policy, DIC and so on(group of five to six students to be formed by the teacher), Game play on entrepreneur, Manager, Owner, Employees, Management of small business, Risk management skills. Enhance cognitive capacities, brainstorming session on entrepreneurial motivation with sharing inspiring stories, seminar on first time entrepreneurs, and failure in entrepreneurship. Case analysis, problem-solving process, and behavior modification, communication skills, preparation of project design, and write the loan application to bank manager, cognitive skills, real-world experience, conflict resolution, peer to peer relationships confidence-building activities and so on.

#### References

1. Birch. D- Job creation in America: How our smallest companies put the most people to work, the free press, New York(1987).
2. Corona L, Doutriaux J and Mian S A – Building Knowledge Regions in North America, Edward Elgar, Chaltenham, Glos(2006).
3. Isengerg D- The entrepreneurship ecosystem strategies as a new paradigm for economy policy: Principles for cultivating entrepreneurship Babson entrepreneurship eco system project, Babson College, Babson Park M A(2011a)
4. Cox D and Rigby D.- Innovation policy challenges for the 21<sup>st</sup> Century, Rout ledge, London(2013).
5. A.K.Rai – Entrepreneurship Development, (Vikas Publishing)
6. Barringer M J - Entrepreneurship (Prentice-Hall, 1999)
7. Couger, C- Creativity and Innovation (IPP, 1999)
8. Holt - Entrepreneurship: New Venture Creation (Prentice-Hall) 1998.
9. Kakkar D N - Enterpreneurship Development (Wiley Dreamtech)
10. Lall & Sahai: Enterprenurship(Excel Books 2 edition)
11. Nina Jacob, - Creativity in Organisations (Wheeler, 1998)
12. R.V. Badi & N.V. Badi - Entrepreneurship (Vrinda Publications, 2nd Edition)
13. Sehgal & Chaturvedi-Entrepreneurship Development (UDH Publishing edition 2013)