



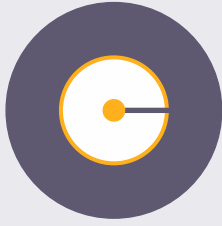
**Entrepreneurship  
Development  
Institute of India  
Ahmedabad**

**11th Batch**



**AICTE Approved**

**FELLOW  
PROGRAMME IN  
MANAGEMENT  
(FPM) 2024**



# EDII Governing Board

as on 6th January, 2024



**Shri Rakesh Sharma**  
President-EDII &  
Managing Director  
and Chief Executive Officer  
IDBI Bank Limited  
Mumbai



**Shri Shaji K V**  
Chairman  
National Bank for Agriculture and  
Rural Development (NABARD)  
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**Nominee**  
IDBI Bank Limited



**Dr. Milind Kamble**  
Founder Chairman  
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Industry (DICC)  
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National Skill Development  
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Ministry of Micro, Small &  
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Government of India  
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**Dr. Sunil Shukla**  
Director General  
Entrepreneurship Development  
Institute of India (EDII)  
Ahmedabad



**Dr. Sailendra Narain**  
Former Chairman & Managing Director  
Small Industries Development  
Bank of India (SIDBI)  
Mumbai

# Message from the Director General



**A**s we propel forward into 2024, I am thrilled to witness the vibrant evolution of entrepreneurial scholarship in our country. Authentic research stands as a cornerstone in the development journey of any nation. Throughout history, esteemed researchers have played pivotal roles in advancing their nations towards their visions. Today, I am excited to emphasize that Entrepreneurship Research has emerged as a dynamic, indispensable field crucial for fostering socio-economic development.

The landscape of entrepreneurship research has witnessed rapid evolution, marked by diverse scholarly perspectives and multifaceted theories. This evolution has made the field significantly varied, presenting both challenges and stimulating opportunities for exploration. At the Entrepreneurship Development Institute of India (EDII), we recognize the importance of nurturing a research community capable of addressing these complexities.

The EDII Fellow Programme in Management is meticulously crafted to provide researchers with a robust foundation in research-intensive methodologies. Our aim is to cultivate a cadre of dedicated scholars committed to excellence, poised to contribute significantly to the research ecosystem. To ensure our researchers meet the highest standards of knowledge creation and dissemination, our faculty is committed to delivering updated information and fostering awareness through a well-structured curriculum and pedagogy. By integrating a systematic, structured approach to innovation, our program equips researchers with the tools needed to navigate the complexities of entrepreneurship research.

Beyond theoretical foundations and specialized knowledge, our program emphasizes independent research thinking and encourages contributions to entrepreneurial practices, policy advocacy, and governance. We foster a culture of professional networking and collaboration, empowering our researchers to become knowledge creators and leaders in the national and international arena.

At EDII, we welcome inquisitive minds to join our Fellow Programme in Management (FPM) and become part of our vibrant research community. Together, let us strive to enhance knowledge, create impact, and foster relevance in the ever-evolving field of entrepreneurship research.



# About the Institute

as on 6th January, 2024

The Entrepreneurship Development Institute of India (EDII), Ahmedabad was set up in 1983 as an autonomous and not-for-profit Institute with support of apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDII Campus. EDII began by conceptualising Entrepreneurship Development Programmes (EDPs), and subsequently launched a fine tuned and a tested training model for New Enterprise Creation, popularly known today as EDII-EDP model. EDII moved on to adopt the role of a National Resource Institute in the field, and today, together with three other exclusive national institutions, it is successfully backing about 12 state level entrepreneurship organizations by human resource development and by sharing research findings, new teaching techniques & learning material. Today this effort has also been broad-based internationally with Entrepreneurship Development Centres in Cambodia, Laos, Myanmar, Vietnam, Uzbekistan & Rwanda in addition to efforts in the process, in select African countries and Uzbekistan.

So while the Institute evolved the first ever Entrepreneurship Development Programme (EDP), it also launched the fast-of-its-kind structured educational post graduate programmes in entrepreneurship to train students in New Enterprise Creation, Family Business Management and Development Studies. To enhance the impact of EDPs, the Institute, over the years, introduced the several development models. While the informal sector was majorly brought into the ambit of activities, rural and urban poverty alleviation also became a priority with the models getting widely replicated. Today EDII designed integrated programme for start-ups (Village Entrepreneurship) is being replicated nationally. EDII conducts a variety of programmes and projects under the Policy Advocacy, Knowledge and Research; Departments of Entrepreneurship Education; Projects; Business Development Services & National Outreach and Developing Economy Engagement.



# Fellow Programme in Management - An Overview :

**A**gainst the backdrop that the country needs entrepreneurs to ensure economic development and to create job opportunities, it is only prudent to introduce research programmes in entrepreneurship education to create scholars and thought leaders who can in turn, promote entrepreneurship widely. With this objective, EDII launched the first-of-its-kind, 'Fellow Programme in Management' with emphasis on entrepreneurship in year 2014. The Institute is announcing the eleventh batch, i.e. 2024, of the said programme. The Fellow programme is designed to address the gaps in the availability of trained educators, researchers, business consultants and resource persons in entrepreneurship at higher learning institutions/professional organisations/government departments/industry in India. The cadre of academicians thus created will raise the standards of education and research, thereby ensuring wider acceptance of entrepreneurship as a career option in the society.

The FPM shall highlight on the following:

- Foundation of theoretical, empirical and applied aspects in major areas of Entrepreneurship.
- Professional ethics and intellectual honesty. Inter disciplinary research and training of high quality.
- Proficient activities and joint academic efforts.
- Networking with leading entrepreneurship and research institutions globally.

## **Objectives of the Programme :** \_\_\_\_\_

The programme will be offered with the following objectives:

1. To groom potential scholars and make them competent and innovative researchers and educators in various facets of entrepreneurship;
2. To encourage inter-disciplinary high calibre research studies in entrepreneurship with policy implications;
3. To investigate synergy between theory and practice of entrepreneurship as relevant to the Indian context; and accordingly strengthen entrepreneurship education and research ecosystem in the country.
4. To fulfil the gaps in availability of indigenously trained educators, researchers and resource persons in entrepreneurship at higher learning institutions in India; and
5. To motivate scholars to take up theoretical and empirical research work leading to policy papers and publications in journals of repute.

### **Areas of Specialisation :** \_\_\_\_\_

The course will promote rigorous and inter-disciplinary research in major areas of Entrepreneurship including,

- i. Entrepreneurship Education and Research
- ii. Innovation, Incubation, Clusters and Technology Entrepreneurship
- iii. Social Entrepreneurship
- iv. Corporate Entrepreneurship,
- v. Entrepreneurial Finance and Control
- vi. Entrepreneurial Marketing
- vii. Organisation Behaviour and Human Resources
- viii. Minority, Tribal and Dalit Entrepreneurship
- ix. Enterprise Creation and Growth
- x. Family Business Management
- xi. Law, Policy and Governance
- xii. International Entrepreneurship
- xiii. Women Entrepreneurship

### **FPM Eligibility :** \_\_\_\_\_

Master's Degree or equivalent in Engineering / Technology / Management / Economics / Social Science / Biological Science / Pure Science / Commerce / Humanities with FIRST CLASS will be considered for admission to Fellowship Programme. Those appearing for their final examination in the respective discipline can also apply. Such students if selected will be provisionally admitted provided they complete all requirements obtaining their master's degree before July 2024 (or a date communicated by the Institute). The admission of these candidates will remain provisional until they produce the mark sheet proving that they satisfy the eligibility criteria. The deadline for submitting the mal year mark sheet is 31st July, 2024. (or a date communicated by the Institute)

### **Admission & Selection:** \_\_\_\_\_

The selection of the candidate in the FPM course is based on Entrepreneurship Research Aptitude Test (ERAT) of EDII, and following criteria:

1. Academic qualification and work experience
2. Tentative research proposal and its presentation, and
3. Personal interview and ERAT

The decision of the Institute's FPM Selection Committee regarding admission shall be final. Communication will be sent only to the selected candidates. The Institute will not entertain any queries or correspondence in respect of those not selected.

### **How to apply:** \_\_\_\_\_

Applicants can download application form available on Institute's website and can make online payment of Rs. 1000/- as the application fee. The required details are available on: [fpm.ediindia.ac.in](http://fpm.ediindia.ac.in)

## **Programme Structure (2024):**

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In consistency with internationally renowned Indian and international higher learning institutions, the programme will comprise of two phases; the course work and thesis work. During the first phase, the candidates will be expected to complete course work over a period not exceeding first two academic years. During the second phase, the candidates will be involved in proposal development, data collection and thesis writing. Candidates will go through course work in 6 terms spread over two academic years, and complete 33 credits. The academic group that a candidate joins will be treated as the Major Area, while the candidate may additionally choose another academic group as a Minor Area of specialization. Each credit consists of 10 hours of classroom interaction.

### **First Year Courses Compulsory Core Course(s) will broadly constitute the following: (Appendix 1)**

- Entrepreneurship Foundation (3.0 Credits)
- Management Foundation (9.0 Credits)
- Research Methods and Quantitative Techniques (10.5 Credits)

In the first year, candidates would be required to earn 22.5 credits through the courses mentioned above.

### **The Second Year Courses will be broadly on the following five categories:**

#### **A. Courses on Policy & Theories (CPT):**

- 1.5 Credit Course on Business Policy (Appendix 1)
- 1.5 Credits Course on Advance in Entrepreneurship Theories (Appendix 1)

Courses on Business Policy and Advances in Entrepreneurship Theories are compulsory for every FPM student. The courses under Policy and Theories will be run as a lecture and seminar course.

#### **B. Area-Specific Core Seminar Courses (ASCSC):**

- 3.0 Credits courses in Major area (Appendix 1)
- 1.5 Credits courses in Minor area (Appendix 1)

The major and minor seminar courses are compulsory for all FPM students. The courses under major/minor areas will be run as a seminar course.

#### **C. Compulsory Collaborative Academic Project (CCAP):**

- 1.5 Credits Collaborative Academic Project 1 (Review Article) (Appendix 1)
- 1.5 Credits Collaborative Academic Project 2 (Empirical Paper) (Appendix 1)

Collaborative Academic projects are mandatory for every FPM student. The candidate has to review academic literature and develop article/empirical paper which can be submitted for publication (Appendix 1).

FPM student has to submit and present thesis proposal. The proposal should be approved by FPM Executive Committee and Guide.

The Teaching Assistantship is compulsory for every FPM student. The student has to choose the at least one full course (minimum of 3.0 Credit each) for teaching in Post Graduate during 2nd and 3rd year. FPM Students are also encouraged to design and coordinate short term programmes/project.



### The third year course will be broadly on the following category:

- Field work
- Writing Dissertation
- Pre-Submission
- Thesis Submission

### Programme Fee, Accommodation and Fellowships: \_\_\_\_\_

#### (i) Programme Fee for students with Fellowship Support:

The fee for the FPM (2024) is Rs.8,37,555 (Rupees eight lakh thirty-seven thousand five hundred fifty-five only) from which Rs.6,29,055 (Rupees six lakh twenty-nine thousand and fifty-five only) will be waived off.

After waiving off, the fee for the programme will be Rs.2,08,500 (Rupees two lakh eight thousand and five hundred only) which has to be paid by students in 9 different instalments. This fee includes tuition, library, basic teaching material, examination and computer laboratory use, cost of admission form, refundable caution money and one-time alumni fee.

The candidates will also need to pay Rs.1000 towards admission form and Rs.10000 as refundable caution money.

#### (ii) Programme Fee for students without Fellowship Support:

The fee for the FPM (2024) is Rs.5,40,000 (Rupees five lakh forty thousand only) which has to be paid by student in 12 different instalments. This fee includes costs of tuition,



library, basic teaching material, examination and use of computer laboratory, cost of admission form, refundable caution money and one time alumni fee.

**B. Fellowship:**

The Institute has provision of providing fellowship support (tuition-fee waiver and stipend) to selected candidates which covers stipend, contingency grants and tuition fee waiver.

**C. Stipend & Contingency Grant for Candidates:**

Selected students will be given a stipend that starts at Rs.35000 per month for the first two years, and will go up to Rs.42000 per month depending on the candidate's academic progress in the third year. In addition, deserving candidates can avail contingency grants of up to Rs.30000 in the first year of study and up to Rs.20000 per year for subsequent two years. These grants can be used to buy books and personal computers, conduct field research, and attend academic workshops. The stipend, contingency grant and any other financial support will be given to the student upto third year of the programme. No support will be provided beyond third year. (Not applicable to student without fellowship support)

**D. Additional Financial Support for Candidates:**

Additional financial support is available to students during their thesis phase, in the form of extra funds up to Rs.30,000, for field research (if needed). Candidates will also be eligible for research grants of the Institute, to pursue field visits / contribute in academic research events, besides Teaching Assistantship. (Not applicable to student without fellowship support)

**E. Financial Grant to attend International/National Conferences (Domestic):**

The Institute also provides financial support to candidates to attend national/international conferences within India during the third Year. Every FPM student in his/her 3rd year will be supported with up to rupees fifty thousand (Rs.50,000, only) to present research paper(s). This grant includes conference's registration fees (if any), travel expense, local transport, room and board. (Not applicable to student without fellowship support)

**F. Teaching Assistantship (Compulsory):**

The Institute encourages to FPM candidates to join as a teaching assistant with any faculty member during 2nd and 3rd year of the program. Every FPM student in his/her 2nd and 3rd has to teach at least one course every year to the PG students in the institute. Apart from that, for additional course the reimbursement will be paid to FPM students as per institute. Apart from that, for additional course the reimbursement will be paid to FPM students as per institute norms.

**H. Accommodation:**

- Students selected for the FPM programme shall be provided with single room accommodation on Campus.
- Limited married students accommodation is available and shall be allotted on first-come-first-serve basis.
- Student with fellowship support will be charged a nominal rent in accordance with institute norms. The meal charges will be separate and payable by both students with

fellowship and students without fellowship as per the rates decided by the Institute's administration.

\* Accommodation will be provided to without fellowship support students for two weeks every year.

### **Assessment:**

- A. The Institute follows a system of continuous evaluation monthly and annually through multiple assessment methods to monitor candidate's academic performance. The aim of assessment exercise is to measure enhancement in candidate's knowledge, skills, and application based ability. Candidate understands of concepts, theories, business practices and applications and their decision making abilities are assessed through varied evaluation tools and methods.
- B. Student's performance (based on course grades, research, publications etc.) will be evaluated by the FPM Office every year. A student will be promoted to the next year only on his/her satisfactory performance. In case of dissatisfactory performance, the Institute reserves the right to (a) stop the fellowship (including contingencies and other supports) OR (b) cancel the admission. In such a case student has to deposit the full programme fee and also the fellowship amount to the EDII.
- C. The student will present two seminars (one major and one minor) and based on feedback given by faculty group(s) will produce two working papers (one for major and minor). The working paper will be evaluated and suitable grades will be awarded.
- D. The Compulsory Collaborative Academic Project (CCAP) will be evaluated and suitable grades will be awarded to student based on the quality of review paper and empirical paper, submitted by the student.
- E. The assessment of the Teaching Assistantship Assignment (TAA) will be based on feedback given by PGP - Students.



### **Duration of the Programme:**

Students are expected to complete the programme within three years. However, under special circumstances extension of one more year maybe granted without any financial aid.

### **Exemption from Courses in First Year:**

Candidates who have passed their two year management programme (MBA or PG Degree/Diploma in Management or Entrepreneurship) from an AICTE/UGC recognized Institute/University and have work experience of more than two years will have to pass the examination of compulsory papers, however they may be exempted from the classes in consultation with instructors in the first year.

### **Research Infrastructure:**

From its own funds, EDII has established the 'Centre for Research in Entrepreneurship Education and Development' (CREED) and shoulders the responsibility of serving as a bridge between academia, and training and consultancy in the field of entrepreneurship. Committed to promote research in the field, CREED aims at serving as a bridge between theory and practice in the field of Entrepreneurship. It has a strong tradition of theoretical and applied, in-house and sponsored research. Biennial Research Conferences on 'Entrepreneurship' are organized by the Institute, regularly since 1994, to provide a platform to researchers, academicians, planners and policy makers to come together to share their research findings and experiences that are of contemporary relevance and interest. In each conference about 125 academic papers are deliberated upon.

For the last two decades, the Institute has been publishing a prestigious and refereed tri-annual journal, the '**Journal of Entrepreneurship**' (JoE), through Sage Publications which is rated as one of the top most journals in Entrepreneurship in the world (<https://journals.sagepub.com/home/joe>).

The Centre also envisages to promote entrepreneurship by offering need based funding and academic assistance to researchers. The other research infrastructures on campus are mentioned below:

**1. EDII Library and Information Centre:** EDII Library and Information Centre (EDILIC) is equipped with Books (32500), Journals (145), Bound Volumes of Journals - Back Issues (2732) CDROMs/DVD/s (3110) and Newspapers (25). It is an institutional member of IIM Ahmedabad, Indian Library Association (ILA), Indian Association of Special Libraries and Information Centres (IASLIC), Management Libraries Network (MANLIBNET) and The British Library, Ahmedabad. Apart from this, EDILIC regularly uses the services of the Ahmedabad Library Network (ADINET) and Information and Library Network Centre (INFLIBNET).

EDILIC is enriched with updated information resources on Entrepreneurship and related subjects. The library functions from 09:00 a.m. to 09:00 p.m. (midnight) on all seven days. The Wi-Fi enabled EDILIC has been automated through Koha Software (open source software) and digitalized using D-Space. Air-conditioned library can accommodate 150 users at a time.

## 2. **Online Books and Journals:** Institute has rich database of following online journals:

- **E-Books on Entrepreneurship by Edward Elgar**  
Edward Elgar is a global and leading publisher of academic and research in the field of entrepreneurship in print and electronic format. Edward Elgar provides access to 306 electronic books on entrepreneurship.  
Access : IP based
- **EBSCO - Book Business Collection**  
This eBook Business Collection has 17,462 titles on management published by Emerald, John Willey, Routledge, Oxford University Press, etc. This collection also contains 130 books on entrepreneurship.  
Access : IP based
- **EBSCO - Entrepreneurial Studies Source** is an essential database for business students and researchers, providing the latest insights on entrepreneurship and small businesses topics. It offers full-text business journals, magazines, reference books, case studies and company profiles.

## 3. **Research Databases :** Institute has been subscribing the following online databases to strengthen institute's research outputs :

- **Grammarly Software** The Grammarly software is an online editor for drafting documents in English Language. This software makes sure the content in English language is effective and mistake free.

NVivo NVivo is a Qualitative Research Software that supports qualitative and mixed methods research. It is designed to help researchers organize, analyze and find insights in unstructured, or qualitative data like; interview, open-ended survey responses, articles, social media and web content.

- **Crisil Research Services** provides resource for data, information, analysis and outlook on the economy and across 87 industries with an understanding of the macro-economy and extensive sector coverage. It provides insights on micro-macro and cross-sectoral linkages.
- **Prowess Database** (by Centre for Monitoring Indian Economy) contains a highly normalized database on over 17000 companies. The database is complemented with powerful analytical software are tools to enable extensive querying and research.
- CapEx is a database about the current investment projects in India that would create productive capacities in the future. It is a database of investment projects that involve the setting up of new capacities about the announcement of such projects, their implementation and their final culmination into new capacities.
- **Indiastat.com** provides an oceanic depth of India-specific socio-economic statistical facts and figures.



- **MICA Indian Marketing Intelligence [MIMI]** provides the secondary data for socio-economic variables and market intelligence upto district level for all the States and Union Territories of India.
- **Turnitin** tool for K-12 and higher education that improve writing and prevent plagiarism. Turnitin's formative feedback and originality checking services promote critical thinking, ensure academic integrity, and help students become better writers.
- **EPW Research Foundation India Time Series** <https://epwrfits.in/>  
EPWRF India Time Series is a unique online database with its comprehensive coverage of Indian economy for a fairly long time period and it comprises over 50,000 variables capsuled in 20 modules. The database tries to provide in continuous time series from 1950 depending on the availability.

#### Documents required for Application to FPM:

1. Prescribed Application Form with No-Objection Certificate from Employer (if employed).
2. Research Proposal (tentative research proposal)
3. Attested copies of certificates and grade-sheets (10th to Post-graduation).
4. Statement of Purpose.

#### ERAT and Personal Interviews at EDII

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Format for ERAT: The written test is designed to test the analytical writing abilities. The candidate would be provided with a small case and would be expected to analyze it and answer questions in about 90 minutes. This is just to test the ability of the aspirant to put down his/her thoughts in a structured manner.

- CapEx is a database about the current investment projects in India that would create productive capacities in the future. It is a database of investment projects that involve the setting up of new capacities about the announcement of such projects, their implementation and their final culmination into new capacities.
- Indiastat.com provides an oceanic depth of India-specific socio-economic statistical facts and figures.
- MICA Indian Marketing Intelligence [MIMI] provides the secondary data for socio-economic variables and market intelligence upto district level for all the States and Union Territories of India.

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## Programme begins from First Week of July 2024

### Appendix 1 : Compulsory Courses of Year - I

#### Trimester - I

SN	Course Name	Credits
1	Business Statistics & Analytics for Decision Making (QT-I)	1.5
2	Management Concepts and Organizational Behaviour	3.0
3	Entrepreneurship Theory and Practice	3.0
4	Marketing: A Primer for Entrepreneurs	3.0
5	Financial Reporting Statement and Analysis	3.0

#### Trimester - II

SN	Course Name	Credits
1	Marketing Research (QT-II)	3.0
2	Foundations of Research Methods	3.0
3	Applications of Statistical Packages for Data Analysis [e.g. SPSS, PLS, R, Python]	3.0
4	Advances in Entrepreneurship Theories	1.5
5	Business Policy	1.5

#### Trimester - III

SN	Course Name	Credits
1	Academic Project I (Review Article)	1.5
2	Academic Project 2 (Empirical Paper)	1.5

#### Trimester - IV

SN	Course Name	Credits
1	Major area	3.0
2	Minor area	1.5

#### Trimester V & VI:

- Thesis Proposal Submission, Presentation and Approval by the FPM Executive Committee and Guide
- Teaching Assistantship

#### Appendix 1 : Area - Specific Core Seminar Courses (AS-CSC) of Year – I

Compulsory and Elective Courses in Each (Major & Minor) Area: (3.0 Credit Major + 1.5 Credit Minor Courses).

<b>AS-CSC-1 : Entrepreneurship Education and Research</b>		
<b>SN</b>	<b>Course Name</b>	<b>Credits</b>
1	Dilemmas and Debates in Entrepreneurship	1.5
2	Evolution of Entrepreneurship Education	1.5
3	Entrepreneurship: Cross-Disciplinary	1.5
4	Interfaces Business History	1.5
5	Curriculum Design and Teaching Pedagogy	1.5
6	Entrepreneurship Research	1.5
7	Experiential Learning: Tools and Techniques	1.5
8	Traits, Characteristics and Cognitive Style of Entrepreneurs	1.5

<b>AS-CSC-2 : Innovation, Incubation, Clusters and Technology Entrepreneurship</b>		
<b>SN</b>	<b>Course Name</b>	<b>Credits</b>
1	Nurturing Innovations	1.5
2	Product, Service, Process Innovations	1.5
3	Incubating Innovations Technology Business Incubation	1.5
4	Technology Entrepreneurship	1.5
5	Intellectual Property Rights and Commercialization	1.5
6	Cluster Management and Development	1.5

<b>AS-CSC-3 : Social Entrepreneurship</b>		
<b>SN</b>	<b>Course Name</b>	<b>Credits</b>
1	Theories of Social Entrepreneurship	1.5
2	Social Innovations and Ventures	1.5
3	Social Enterprise Networking & Development	1.5
4	Corporate Sector and Social Entrepreneurship	1.5
5	Bottom of the Pyramid and Entrepreneurship	1.5
6	Ethics and Entrepreneurship	1.5

**AS-CSC-4 : Corporate Entrepreneurship**

<b>SN</b>	<b>Course Name</b>	<b>Credits</b>
1	Theories and Practice: Corporate Entrepreneurship	1.5
2	Configuring Organizations for Corporate Entrepreneurship	1.5
3	Intrapreneurial Behavior	1.5
4	Entrepreneurial Leaders: Cases on Corporate Entrepreneurs	1.5
5	Business Strategy and Corporate Entrepreneurship	1.5
6	Public Sector Entrepreneurship	1.5

**AS-CSC-5 : Entrepreneurial Finance & Control**

<b>SN</b>	<b>Course Name</b>	<b>Credits</b>
1	Entrepreneurial Finance and Liquidity Management	1.5
2	Financial Reporting and Analysis	1.5
3	Financial Institutions and Markets	1.5
4	Strategic Financial Management	1.5
5	Management Control Systems	1.5
6	Financial Innovations and Engineering	1.5
7	Venture Funding and Angel Investors	1.5

**AS-CSC-6 : Entrepreneurial Marketing**

<b>SN</b>	<b>Course Name</b>	<b>Credits</b>
1	Theories and Evolution of Marketing	1.5
2	Consumers, Consumption and Markets	1.5
3	Creating Value and Differentiation	1.5
4	Pro-Communicating and Delivering the Valueduct	1.5
5	Marketing Science	1.5
6	Marketing and Internet	1.5
7	Marketing Research and Decisions	1.5



<b>AS-CSC-7 : Organisational Behaviour and Human Resources</b>		
<b>SN</b>	<b>Course Name</b>	<b>Credits</b>
1	Personnel Competence and Capability Building Systems	1.5
2	Organizational Diagnosis & Change	1.5
3	Entrepreneurial Teams	1.5
4	Organizational Structure and Culture	1.5
5	Performance Evaluations and Management	1.5
6	Interpersonal Relationships	1.5
7	Industrial Relations and Labor Laws	1.5

<b>AS-CSC-8 : Minority, Tribal and Dalit Entrepreneurship</b>		
<b>SN</b>	<b>Course Name</b>	<b>Credits</b>
1	Dalit and Minority Empowerment	1.5
2	Tribal Entrepreneurship and Corporate Social Responsibility	1.5
3	Policies and Programmes for Minority, Tribal and Dalit	1.5
4	Inclusive Growth and Support Institutions	1.5
5	International perspectives on Entrepreneurship among Deprived Class	1.5
6	Indigenous and Artisanal Clusters	1.5

<b>AS-CSC-9 : Enterprise Creation and Growth</b>		
<b>SN</b>	<b>Course Name</b>	<b>Credits</b>
1	Developing Successful Business Ideas	1.5
2	Launching and Managing an Enterprise	1.5
3	Opportunities & Strategies for Expansion, Diversification and Growth	1.5
4	Project Formulation, Preparation and Appraisal	1.5
5	Managing Adversities and Failures Serial Entrepreneurship Emerging Enterprise Consultancy	1.5

**AS-CSC-10 : Family Business Management**

<b>SN</b>	<b>Course Name</b>	<b>Credits</b>
1	Family Business Dynamics	1.5
2	Managing and Growing Family Firms	1.5
3	Family Managed Businesses in India	1.5
4	Succession Planning for Entrepreneurial Continuity	1.5
5	Transition Management in Family Business	1.5
6	Dealing with Non-family Managers	1.5
7	Growing, Preserving, and Sharing the Wealth	1.5

**AS-CSC-11 : Law, Policy and Governance**

<b>SN</b>	<b>Course Name</b>	<b>Credits</b>
1	Business Laws	1.5
2	Public Policy and Entrepreneurship	1.5
3	Intellectual Property Rights and Commercialization	1.5
4	Business Governance	1.5
5	Corporate Governance	1.5
6	Regulatory Mechanism and Systems	1.5

**AS-CSC-12 : International Entrepreneurship**

<b>SN</b>	<b>Course Name</b>	<b>Credits</b>
1	Entrepreneurship around the World	1.5
2	Successful Models of globalizing Ventures	1.5
3	Venturing in Emerging Markets	1.5
4	Trade Barriers and Agreements	1.5
5	Internationalization Process	1.5
6	Cross-Cultural Negotiation and Networking Immigrant Entrepreneurship	1.5

AS-CSC-13 : Women Entrepreneurship		
SN	Course Name	Credits
1	Women Entrepreneurship and Economic Empowerment	1.5
2	Gender Issues in Entrepreneurship	1.5
3	Group Entrepreneurship and Women	1.5
4	Women in Business	1.5
5	Self Help Groups/ Neighborhood Groups and Microfinance	1.5
6	Policies and Programmes to Develop Women Entrepreneurship	1.5
7	Gender, Ethnicity and Entrepreneurship	1.5



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