

PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY
PANIPAT
Department of Management Studies

Semester: 4th

Course Title: Entrepreneurship

Course No. MBA-401

S.no	Lecture No.	Topic Covered	Course Outcome
1	L-1	Introduction to Entrepreneurship	CO-1
2	L-2	Entrepreneurial Mindset	CO-1
3	L-3	Entrepreneurial Traits	CO1
4	L-4	Similarities and Variance between Entrepreneurship and Intrapreneurship	CO-1
5	L-5	India's Start-Up Revolution: Trends, Imperatives, and Benefits	CO-2
6	L-6	Players involved in the Entrepreneurial Ecosystem	CO-2
7	L-7	Business Incubators	CO-2
8	L-8	Rural Entrepreneurship and Social Entrepreneurship	CO-2
9	L-9	Women Entrepreneurs	CO-2
10	L-10	Idea Generation and Creativity	CO-1
11	L-11	Opportunity Recognition	CO-1
12	L-12	Value Creation and Appropriation	CO-1
13	L-13	Market Research and Analysis	CO-4
14	L-14	Marketing Plan and Pricing Strategies	CO-4
15	L-15	Segmentation and targeting	CO-4
16	L-16	Product and Service Development	CO-3
17	L-17	Intellectual Property Rights	CO-3
18	L-18	Legal Matters in Entrepreneurship	CO-3
19	L-19	Organizational Forms and Structures	CO-3
20	L-20	Financing Options for Entrepreneurs	CO-4
21	L-21	Funding Sources and Angel Investment	CO-4
22	L-22	Venture Capital and Private Equity	CO-4
23	L-23	Business Plan Development	CO-5
24	L-24	Unit Economics and Scalability	CO-5
25	L-25	Defensibility and Competitive Advantage	CO-5
26	L-26	Feasibility Analysis and Pitching	CO-5
27	L-27	Business Model Canvas	CO-5
28	L-28	Digital Marketing and Social Media	CO-4
29	L-29	E-commerce and Digital Economy	CO-4
30	L-30	Entrepreneurial Stress and Well-being	CO-1
31	L-31	Exit Strategies and Succession Planning	CO-5
32	L-332	Ethics and Social Responsibility	CO-3
33	L-3	Future of Entrepreneurship and Conclusion	CO-1

