



DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY
SCHOOL OF COMMERCE & MANAGEMENT
B.B.A. (Bachelor of Business Administration)
(SEMESTER – 4 Credit - 2)
Indian Entrepreneurship

Sr. No.	Unit	Writers Name and Contact No.
1	Introduction to Indian Entrepreneurship <ul style="list-style-type: none"> ○ Introduction ○ Concept, definition, and scope of entrepreneurship. ○ Importance of entrepreneurship in economic development. ○ Entrepreneur vs. Manager vs. Intrapreneur. ○ Characteristics of successful entrepreneurs. ○ Exercise 	
2	Evolution of Indian Entrepreneurship <ul style="list-style-type: none"> ○ Introduction ○ Entrepreneurship in ancient and medieval India. ○ Entrepreneurship during colonial rule. ○ Post-independence entrepreneurship and family businesses. ○ Liberalization, Privatization, and Globalization (LPG) impact. ○ Rise of service sector and technology-driven entrepreneurship. ○ Ancient trade practices: Silk Route, maritime trade of Gujarat and Tamil Nadu ports. ○ Community-driven entrepreneurship ○ Swadeshi movement as indigenous entrepreneurial revival. ○ Exercise 	
3	Entrepreneurial Skills <ul style="list-style-type: none"> ○ Introduction ○ Idea generation and creativity. ○ Risk-taking and resilience. ○ Critical thinking and decision-making. ○ Leadership, negotiation, and team building. ○ Networking, collaboration, and digital presence. ○ Exercise 	
4	Entrepreneurial Ecosystem in India <ul style="list-style-type: none"> ○ Introduction ○ Elements of entrepreneurial ecosystem: markets, finance, human capital, culture, and policies. ○ Role of incubators, accelerators, and angel networks. ○ Institutional support – MSME, SIDBI, NABARD, NIESBUD, EDII. ○ Role of industry bodies: CII, FICCI, TiE, NASSCOM. ○ Startup hubs in India – Bengaluru, Hyderabad, Pune, and beyond. ○ Exercise 	

<p>5</p>	<p>Government Policies, Support and Funding Challenges</p> <ul style="list-style-type: none"> ○ National policies on entrepreneurship and startups. ○ Initiatives: Startup India, Digital India, Atmanirbhar Bharat, Make in India, Skill India. ○ Tax incentives, subsidies, credit guarantees. ○ State-level policies and regional initiatives. ○ Sources of entrepreneurial finance: bootstrapping, angel investors, venture capital, crowdfunding. ○ Funding challenges: collateral, awareness, regulations. ○ Fintech as an enabler of funding access. 	
<p>6</p>	<p>Nation Building through Entrepreneurship</p> <ul style="list-style-type: none"> ○ Role of entrepreneurship in employment generation and GDP growth. ○ Entrepreneurs as drivers of innovation, competitiveness, and exports. ○ Social entrepreneurship and inclusive development. ○ Rural and grassroots entrepreneurship. ○ Entrepreneurship's role in achieving Sustainable Development Goals (SDGs). ○ Women's contribution to nation building through entrepreneurship. 	
<p>7</p>	<p>Success Journeys and Entrepreneurial Learnings</p> <ul style="list-style-type: none"> ○ Inspiring Success stories ○ Overcoming Challenges ○ Key learnings for the future 	
<p>8</p>	<p>Recent Trends in Entrepreneurship</p> <ul style="list-style-type: none"> ○ Social and green entrepreneurship. ○ Digital platforms, gig economy, and freelancing. ○ E-commerce and D2C (Direct-to-Consumer) models. ○ Emerging areas: fintech, agritech, edtech, healthtech. ○ AI, blockchain, and IoT-based entrepreneurship. ○ Globalization vs. localization – Glocal Indian startups 	