

VAC078	WOMEN ENTREPRENEURSHIP DEVELOPMENT
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course on Women Entrepreneurship Development is designed to empower aspiring and existing women entrepreneurs with the knowledge, skills, and resources needed to launch, manage, and grow successful businesses. Students will explore the unique challenges and opportunities in entrepreneurship and learn how to overcome barriers, access funding, and build sustainable enterprises. The course aims to foster a culture of women's economic empowerment and entrepreneurship.

Course Objectives

The course will enable the students to:

- Understand the significance of women entrepreneurship in economic development.
- Develop entrepreneurial skills and mindset for business success.
- Identify and evaluate business opportunities and create viable business plans.
- Access funding and financial resources for entrepreneurial ventures.
- Navigate legal and regulatory aspects of entrepreneurship.

Course Outcomes

On the completion of the course students will be able to:

- CO1: Explain the significance of women entrepreneurship in economic development.
- CO2: Demonstrate entrepreneurial skills and mindset for business success.
- CO3: Develop and evaluate business opportunities and create viable business plans.
- CO4: Access funding and financial resources for entrepreneurial ventures.

Course Content

Module 1: Introduction to Women Entrepreneurship

4 hours

- The Role of Women Entrepreneurs in Economic Growth
- Ethical Considerations in Entrepreneurship
- Challenges and Opportunities for Women Entrepreneurs
- Real-life Success Stories

Module 2: Entrepreneurial Mindset and Skills

5 hours

- Developing an Entrepreneurial Mindset
- Creativity, Innovation, and Risk-Taking
- Problem-Solving and Decision-Making
- Networking and Relationship Building

Module 3: Identifying and Evaluating Business Opportunities

4 hours

- Market Research and Analysis
- Identifying Niche Markets and Customer Segmentation
- Business Model Canvas and Feasibility Analysis
- Design Thinking for Innovation

Module 4: Accessing Funding and Financial Resources

4 hours

- Types of Financing for Entrepreneurs
- Building a Financial Plan and Projections
- Pitching to Investors and Lenders
- Crowdfunding and Alternative Funding Sources

Module 5: Legal and Regulatory Aspects

4 hours

- Legal Structures for Businesses
- Intellectual Property and Trademarks
- Taxation and Regulatory Compliance
- Contracts and Agreements



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Module 6: Sustainable and Socially Responsible Entrepreneurship**4 hours**

- Sustainability and Green Entrepreneurship
- Corporate Social Responsibility (CSR)
- Ethical Leadership and Impact Measurement
- Scaling Social Ventures

Module 7: Marketing and Sales Strategies**5 hours**

- Branding and Positioning
- Digital Marketing and Social Media Strategies
- Sales Techniques and Customer Relationship Management
- Marketing Analytics and Metrics

Practicum

The course includes a practicum where students will engage in business plan development and presentation, pitching to investors and mentors, ensuring legal compliance, and managing financial aspects of entrepreneurship, culminating in a final business development project.

Textbooks

Brush, C. G. (2019). Women Entrepreneurs and the Global Environment for Growth: A Research Perspective. Edward Elgar Publishing.

Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2016). Entrepreneurship (10th ed.). McGraw-Hill Education.

Reference Books

Dyer, W. G., & Hisrich, R. D. (2019). Entrepreneurship: An Integrated Approach (3rd ed.). Routledge.

Mazzarol, T. (2020). Women Entrepreneurship: Theory and Practice. Routledge.

Morrison, A., & Blackburn, R. A. (2020). Women's Entrepreneurship and the Economy. Routledge.

Solomon, G. T., Duffy, S., & Tarabishy, A. (2002). The State of Women-Owned Businesses. SBA

Office of Advocacy.

	Evaluation Component	Weightage (%)
1	Activities	20
2	Project/Presentation	20
3	Attendance	10
4	End Term Examination	50



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K.R. MANGALAM UNIVERSITY
E D U C A T I O N F O R L I F E
(Recognized by UGC and a member of AIU)

Ref.No.: KRMU/Admin./Notice/2021-22/ 2438(13)

Dated: 4th August, 2021

NOTICE

This is to put for information that School of Management and Commerce is offering Value-Added Course (VAC) for all interested students during ODD Semester as per the following specifications.

Course Code	Course Title	Coordinating Department / School	Duration
VAC068	Sustainability Finance	SOMC	30 Hrs.
VAC076	Information Retrieval Techniques from Scholarly Databases	SOMC	30 Hrs.
VAC078	Women Entrepreneurship Development	SOMC	30 Hrs.

Maximum 100 seats are available for the course.

Course Start Date: 08 September 2021

Course End Date: 29 September 2021

All interested students are required to confirm their registration with the Dean-School of Management and Commerce latest by **26th August, 2021.**

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Copy to: School of Management and Commerce (Haryana)

- Vice Chancellor
- Dean (Academics Affairs)
- Controller of Examinations
- All Deans/ School Coordinators
- All Faculty Members/ Mentors
- Notice Board
- Office Copy

For kind information

Registrar
K.R. Mangalam University
School of Management and Commerce (Haryana)



ATTENDANCE SHEET

VAC COURSE FOR ACADEMIC YEAR 2021-22

COURSE CODE: VAC078

COURSE TITLE: WOMEN ENTREPRENEURSHIP DEVELOPMENT

ROLL NO	NAME	PROGRAMME	SEMESTER	8-Sep-21	10-Sep-21	17-Sep-21	22-Sep-21	29-Sep-21	3-Oct-21
2102080084	SONIYA CHAHAR	BBA	Semester I	P	P	P	P	P	P
2111270005	NANDINI VERMA	B.Ed.	Semester I	A	P	P	A	P	P
2111270007	MUSKAAN GARG	B.Ed.	Semester I	P	P	P	P	A	P
2111270003	SIMRAN KAUR	B.Ed.	Semester I	P	P	P	A	P	P
2102080022	KANUPRIYA BHARDWAJ	BBA in BI and Analytics SAMATRIX	Semester I	P	P	P	P	A	P
2102080028	BHUMIKA	BBA in BI and Analytics SAMATRIX	Semester I	P	P	P	A	P	P
2102080033	SANYA AWASTHI	BBA in BI and Analytics SAMATRIX	Semester I	A	P	P	P	P	P
2102080062	APEKSHA PATIL	BBA in BI and Analytics SAMATRIX	Semester I	P	P	A	P	P	P
2102080099	UTKRISTA SHOKEEN	BBA	Semester I	P	P	P	A	P	P

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COURSE INCHARGE

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School of Management & Commerce (SOMC)
K.R. Mangalam University
Sohna road, Gurugram
Haryana 122103



ATTENDANCE SHEET

VAC COURSE FOR ACADEMIC YEAR 2021-22

COURSE CODE: VAC078

COURSE TITLE: WOMEN ENTREPRENEURSHIP DEVELOPMENT

ROLL NO	NAME	5-Oct-21	10-Oct-21	12-Oct-21	17-Oct-21	19-Oct-21	24-Oct-21	26-Oct-21	1-Nov-21	3-Nov-21
2102080084	SONIYA CHAHAR	P	P	P	P	P	P	A	P	P
2111270005	NANDINI VERMA	P	A	P	P	P	A	P	P	P
2111270007	MUSKAAN GARG	P	P	A	P	P	P	P	P	P
2111270003	SIMRAN KAUR	A	P	P	P	A	P	P	P	P
2102080022	KANUPRIYA BHARDWAJ	P	P	P	P	P	P	P	P	P
2102080028	BHUMIKA	P	P	P	P	A	P	P	P	P
2102080033	SANYA AWASTHI	P	P	P	P	P	P	P	P	P
2102080062	APEKSHA PATIL	P	P	P	P	P	A	P	P	P
2102080099	UTKRISTA SHOKEEN	A	P	P	P	A	P	P	P	P

Arshika

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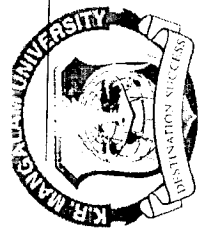
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VAC COURSE FOR ACADEMIC YEAR 2021-22

COURSE CODE: VAC078

COURSE TITLE: WOMEN ENTREPRENEURSHIP DEVELOPMENT

ROLL NO	NAME	5-Nov-21	10-Nov-21	12-Nov-21	17-Nov-21	21-Nov-21	24-Nov-21	26-Nov-21	1-Dec-21	3-Dec-21
2102080084	SONIYA CHAHAR	P	P	P	P	P	P	P	P	A
2111270005	NANDINI VERMA	P	P	P	P	P	P	P	P	P
2111270007	MUSKAAN GARG	P	P	P	P	P	P	P	A	P
2111270003	SIMRAN KAUR	A	P	P	P	A	P	P	P	P
2102080022	KANUPRIYA BHARDWAJ	P	P	P	P	A	A	P	P	P
2102080028	BHUMIKA	A	P	P	P	P	P	A	P	P
2102080033	SANYA AWASTHI	P	P	A	P	P	P	P	A	P
2102080062	APEKSHA PATIL	A	P	P	P	P	P	A	P	P
2102080099	UTKRISTA SHOKEEN	A	P	P	P	A	P	P	P	P

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VAC COURSE FOR ACADEMIC YEAR 2021-22

COURSE CODE: VAC078

COURSE TITLE: WOMEN ENTREPRENEURSHIP DEVELOPMENT

ROLL NO	NAME	8-Dec-21	10-Dec-21	15-Dec-21	17-Dec-21	22-Dec-21	24-Dec-21	29-Dec-21	Total	Present	Percentage
2102080084	SONIYA CHAHAR	P	P	P	P	P	P	P	31	29	93.55
2111270005	NANDINI VERMA	P	P	P	P	P	P	P	31	27	87.10
2111270007	MUSKAAN GARG	P	P	P	P	P	P	P	31	28	90.32
2111270003	SIMRAN KAUR	A	P	P	P	P	A	P	31	24	77.42
2102080022	KANUPRIYA BHARDWAJ	A	P	P	P	P	A	P	31	26	83.87
2102080028	BHUMIKA	A	P	A	P	P	P	P	31	25	80.65
2102080033	SANYA AWASTHI	P	P	P	P	A	P	P	31	27	87.10
2102080062	APEKSHA PATIL	A	P	A	P	P	P	P	31	25	80.65
2102080099	UTKRISTA SHOKEEN	A	P	P	P	P	A	P	31	24	77.42

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THE COMPLETE WORLD OF EDUCATION

VALUE ADDED COURSE(VAC)

ACADEMIC YEAR 2021-22

COURSE CODE: VAC078

COURSE TITLE: WOMEN ENTREPRENEURSHIP DEVELOPMENT

COURSE OFFERED BY: SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)

LIST OF STUDENTS COMPLETING THE COURSE

S.NO	SESSION	ROLL NO	NAME	PROGRAMME	SEMESTER	COURSE CODE	COURSE TITLE	SCHOOL
1	2022-23	2102080084	SONIYA CHAHAR	BBA	Semester I	VAC078	WOMEN ENTREPRENEURSHIP DEVELOPMENT	SCHOOL OF MANAGEMENT & COMMERCE(SOMC)
2	2022-23	2111270005	NANDINI VERMA	B.Ed.	Semester I	VAC078	WOMEN ENTREPRENEURSHIP DEVELOPMENT	SCHOOL OF EDUCATION(SOED)
3	2022-23	2111270007	MUSKAAN GARG	B.Ed.	Semester I	VAC078	WOMEN ENTREPRENEURSHIP DEVELOPMENT	SCHOOL OF EDUCATION(SOED)
4	2022-23	2111270003	SIMRAN KAUR	B.Ed.	Semester I	VAC078	WOMEN ENTREPRENEURSHIP DEVELOPMENT	SCHOOL OF EDUCATION(SOED)
5	2022-23	2102080022	KANUPRIYA BHARDWAJ	BBA in BI and Analytics SAMATRIX	Semester I	VAC078	WOMEN ENTREPRENEURSHIP DEVELOPMENT	SCHOOL OF MANAGEMENT & COMMERCE(SOMC)
6	2022-23	2102080028	BHUMIKA	BBA in BI and Analytics SAMATRIX	Semester I	VAC078	WOMEN ENTREPRENEURSHIP DEVELOPMENT	SCHOOL OF MANAGEMENT & COMMERCE(SOMC)
7	2022-23	2102080033	SANYA AWASTHI	BBA in BI and Analytics SAMATRIX	Semester I	VAC078	WOMEN ENTREPRENEURSHIP DEVELOPMENT	SCHOOL OF MANAGEMENT & COMMERCE(SOMC)
8	2022-23	2102080062	APEKSHA PATIL	BBA in BI and Analytics SAMATRIX	Semester I	VAC078	WOMEN ENTREPRENEURSHIP DEVELOPMENT	SCHOOL OF MANAGEMENT & COMMERCE(SOMC)
9	2022-23	2102080099	UTKRISTA SHOKEEN	BBA	Semester I	VAC078	WOMEN ENTREPRENEURSHIP DEVELOPMENT	SCHOOL OF MANAGEMENT & COMMERCE(SOMC)

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This is to certify that **SONIYA CHAHAR**, University Enrolment No **2102080084** of **BBA** programme has successfully qualified **VALUE ADDED COURSE VAC078 (Women Entrepreneurship Development)** during Academic Session **2021-22 (Odd Semester)**.

Date: 21.02.2022

Chahar

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This is to certify that **NANDINI VERMA**, University Enrolment No **2111270005** of **B.Ed.** programme has successfully qualified **VALUE ADDED COURSE VAC078 (Women Entrepreneurship Development)** during Academic Session **2021-22 (Odd Semester)**.

Date: 21.02.2022

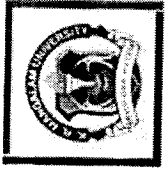
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This is to certify that **MUSKAAN GARG**, University Enrolment No **2111270007** of **B.Ed.** programme has successfully qualified **VALUE ADDED COURSE VAC078 (Women Entrepreneurship Development)** during Academic Session **2021-22 (Odd Semester)**.

Date: 21.02.2022

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This is to certify that **SIMRAN KAUR**, University Enrolment No **2111270003** of **B.Ed.** programme has successfully qualified **VALUE ADDED COURSE VAC078 (Women Entrepreneurship Development)** during Academic Session **2021-22 (Odd Semester)**.

Date: 21.02.2022

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This is to certify that **KANUPRIYA BHARDWAJ**, University Enrolment No **2102080022** of **BBA in BI and Analytics SAMATRIX** programme has successfully qualified **VALUE ADDED COURSE VAC078 (Women Entrepreneurship Development)** during Academic Session **2021-22 (Odd Semester)**.

Date: 21.02.2022

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This is to certify that **BHUMIKA**, University Enrolment No **2102080028** of **BBA in BI and Analytics SAMATRIX** programme has successfully qualified **VALUE ADDED COURSE VAC078 (Women Entrepreneurship Development)** during Academic Session **2021-22** (**Odd Semester**).

Date: 21.02.2022

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This is to certify that **SANYA AWASTHI**, University Enrolment No **2102080033** of **BBA in BI and Analytics SAMATRIX** programme has successfully qualified **VALUE ADDED COURSE VAC078 (Women Entrepreneurship Development)** during Academic Session **2021-22 (Odd Semester)**.

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Date: 21.02.2022

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This is to certify that **APEKSHA PATIL**, University Enrolment No **2102080062** of **BBA in BI and Analytics SAMATRIX** programme has successfully qualified **VALUE ADDED COURSE VAC078 (Women Entrepreneurship Development)** during Academic Session **2021-22 (Odd Semester)**.

Date: 21.02.2022

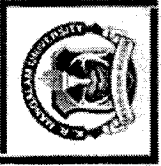
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CERTIFICATE OF COMPLETION

This is to certify that **UTKRISTA SHOKEEN**, University Enrolment No **2102080099** of **BBA** programme has successfully qualified **VALUE ADDED COURSE VAC078 (Women Entrepreneurship Development)** during Academic Session **2021-22 (Odd Semester)**.

Date: 21.02.2022

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