**Urban Entrepreneurship and MSMEs**

**Unit-1: Entrepreneurship: Concept and Theories**

* Concept and Importance of Entrepreneurship
* Theories of Entrepreneurship: Innovations, X-Efficiency, Risk Bearing
* Women Entrepreneurship
* ECOPRENEURSHIP.

**Unit-2: Urban Entrepreneurship and Business Planning**

* Urban Entrepreneurial Ecosystem: Factors, Problems and Challenges
* Process of Identification of new Entrepreneurship Opportunities in Urban Areas
* Formulation of Business Planning for Urban Entrepreneurship.
* Case studies

**Unit 3: MSMES and new Urban Entrepreneurship Opportunities**

* Features of Micro Small Medium Enterprises (MSMEs)
* Cluster Development Approach and Leveraging Technology for MSMEs
* Problems and Challenges of MSMEs
* New Entrepreneurial Opportunities in Urban Area: Food and Beverages, Sanitary and Health Products, Solid Waste and Scrap Disposal, Tourism and Hospitality Services, Consultancy Services and Event Management, Logistic services

**Unit- 4: Financing and Marketing of Urban Entrepreneurship**

* Financing the Urban Entrepreneurship and MSMEs: Procedures to obtain formal loans from Banks and other Institutions
* New avenues of Finance: Crowd Funding and Venture Capital; Preparing Detailed Project Report for Loan
* Marketing of Urban Entrepreneurship and MSMEs products: Market Survey, Demand Forecasting, Marketing Strategies, Branding, Planning and Promotion, Digital and Social Media Marketing
* Public Procurement Policy to purchase MSME Products

**Unit 5: Institutional Support and Case Studies of Urban Entrepreneurship**

* Institutional support and skills for Urban Entrepreneurship and MSMEs
* Government Schemes for promotion of Urban Entrepreneurship and MSMEs: STARTUP INDIA, STANDUP INDIA, PMKVY, PLI etc.
* Rules and Procedures to start Urban Entrepreneurship Firm and MSME
* Discussion of two different types of Case Studies related to Urban Entrepreneurship/MSME with local relevance

**INFERENTIAL STATISTICS AND SOFTWARE PACKAGES**

**Unit 1: Concept and Theories of Probability**

* Concept and Definitions of Probability: Classical or Mathematical and Empirical or Statistical Axiomatic Approach to Probability
* Theorems of Probability: Addition and Multiplication (without proofs).

**Unit 2: Theoretical Probability Distributions**

* Binomial Distribution: Constants (without proof) and Properties and Applications
* Poison Distribution: Constants (without proof) and Properties and Applications
* Normal Distribution: Constants (without proof) and Properties and Applications
* Standard Normal Distribution, Standard Normal Curve and their Applications

**Unit 3: Test of Significance - Large and Small Sample Tests**

* Steps involved in Testing of Hypotheses; Testing the difference between Means and Proportions
* Large Sample or Z-Test, Small Sample Tests, Difference between them
* Applications of Student’s t-test, χ2 test, F-test
* One way and Two way ANOVA

**Unit 4: Linear Multiple Regression Model**

* Three Variable Linear Multiple Regression Model: Notation, Assumptions
* Estimation of Partial Regression Coefficients – Interpretation of Regression coefficients
* Testing the coefficients: t-test, p- value
* Coefficient of Determination: R2 and adjusted R2

**Unit 5: Excel and SPSS for Data Analysis**

* Excel: Worksheet, Creating Tables, Graphs and Charts
* Mathematical and Statistical Functions in Excel and Data Analysis Pack: Descriptive Statistics, Correlation and Regression
* SPSS: Introduction, Opening Excel files in SPSS, Analysis Tools: Descriptive Statistics
* Estimation of Regression Coefficients using SPSS and their interpretation