

## **ENTREPRENEURIAL DEVELOPMENT**

<b>Sem</b>	<b>Subject code</b>	<b>Category</b>	<b>Lecture</b>		<b>Theory</b>		<b>Credit</b>
			<b>Total Hrs</b>	<b>Hrs per week</b>	<b>Total Hrs</b>	<b>Hrs per week</b>	
VI		Core paper – XVI	90	6	90	6	4

### **COURSE OBJECTIVE:**

1. The main objective of this course is to acquire entrepreneurial spirit and resourcefulness, Familiarization with various uses of human resource for earning dignified means of living.
2. To understanding the concept and process of entrepreneurship - its contribution in and role in the growth and development of individual and the nation.
3. Acquiring entrepreneurial quality, competency and motivation, learning the process and skills of creation and management of entrepreneurial venture.

### **COURSE OUTCOMES:**

**On Successful completion Of the Course the student will be able:**

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge level(K1-K4)</b>
<b>CO1</b>	Understanding basic concepts in the area of entrepreneurship	<b>K1,K2</b>
<b>CO2</b>	Understanding the role played by Government and Non –Government agencies in business.	<b>K2, K3</b>
<b>CO3</b>	To know the business opportunity and ideas for initiating business.	<b>K2, K3</b>
<b>CO4</b>	How to prepare the business plan for approaching bank for getting loan purpose.	<b>K1,K2, K3</b>

<b>CO5</b>	Analysing the business strategies and learn successful entrepreneurs business case studies.	<b>K1,K2, K3</b>
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**K1 – Remember; K2 – Understand; K3 – Apply; K4 –Analyze**

#### **MAPPING WITH PROGRAMME OUTCOMES**

<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO 6</b>
<b>CO1</b>	M	S	M	S	M	S
<b>CO2</b>	S	M	S	M	S	S
<b>CO3</b>	S	S	M	S	M	S
<b>CO4</b>	M	S	S	M	S	M
<b>CO5</b>	S	M	S	S	S	M

**S – Strong ;**

**M – Medium;**

**L – Low**

#### **UNIT-I ENTREPRENEURSHIP**

**15 hrs**

**Introduction:** Understanding the concept of Entrepreneurial ship – Characteristics of an Entrepreneur – Classification of the Entrepreneurs – Entrepreneurial Scene in India – Factors influencing Entrepreneurship.

#### **UNIT-II ROLE OF GOVERNMENT**

**20 hrs**

**Entrepreneurial growth :** Role played by government and Non-Government agencies – EDP's TIIC, SIDBI, PIPDIC, IFICI, ETC. **Women entrepreneurs :** Problems and prospects of Women entrepreneurs – Rural Entrepreneurs – Small Scale entrepreneurs and Export Entrepreneurs.

#### **UNIT-III BUSINESS IDEA GENERATION**

**20 hrs**

**How to enter into Market :** – Business idea generation Techniques – Identification of Business Opportunities – Marketing Feasibility – Financial Feasibility – Technical – Legal – Managerial and Location Feasibility.

**UNIT-IV PROJECT REPORT**  
**hrs**

**15**

**Project Appraisal** : Methods – Techniques – Preparation of Business Plan – Content of a Business Plan – Project Report.

**UNIT-V ENTERPRISE STRATEGIES**  
**hrs**

**15**

**How to Start an enterprise:** Franchising and Acquisition – Product strategies – Pricing Strategies – Distribution Strategies – Promotional Strategies. How to be a successful Entrepreneur? – Learning to be successful – Successful entrepreneurs – NAMASKAR. **CASE STUDY .**

**Distribution of marks: Theory 100% and problem 0%**

**Text Books :**

<b>Sl no</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of publications</b>
1.	Jayashree suresh	"Entrepreneurship Development	Margham Publications	2017
2.	P.Saravanavelu	"Entrepreneurship Development	",Eskapee Publications	2000
3.	Robert D.Hisrich, Michael P.Peters,	"Entrepreneurship Development,	Tata McGraw Hill edition.	2003

**REFERENCE BOOKS:**

<b>S.NO</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of publication</b>
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<b>1</b>	Vasanth Desai "	Dynamics of Entrepreneurial Development and Management	Himalaya Publishing House.	2001
<b>2</b>	N.P.Srinivasan& G.P.Gupta,"	Entrepreneurial Development	Sultan chand & Sons	2003
<b>3</b>	Satish Taneja,	Entrepreneur Development	NewVenture Creation.	2000

### **TEACHING METHODOLOGY:**

1. Chalk & Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study
10. Role play

### **SYLLABUS DESIGNER:**

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