

ENTREPRENEURIAL DEVELOPMENT

Sem	Subject Code	Category	Lecture		Theory		Practical	Credits
			Hrs P/W	Hrs P/Sem	Hrs P/W	Hrs P/Sem		
III	21SCC3A	Skill Based Subject - I	2 hrs per week	30	2 hrs per week	30	Nil	2

COURSE OBJECTIVES:

- To understand the basic concepts in Entrepreneurial Development
- To get extensive knowledge on project and government policies related to entrepreneurship

COURSE OUTCOMES:

On the successful completion of the course, the students will be able to,

CO Number	Co Statement	Knowledge Level (K1 – K5)
CO1	To introduce the concept of entrepreneurship	K2
CO2	To understand project idea generation	K3
CO3	To gain knowledge of institutions supporting small scale enterprises	K3
CO4	To understand government policy and taxation benefits	K3
CO5	To gain knowledge about Women Entrepreneurship	K3

Knowledge Level : K1- Remember; K2 – Understand; K3 – Apply; K4 – Analyze

MAPPING WITH PROGRAMME OUTCOMES:

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	M	M	M	M	M
CO2	M	M	M	M	M	S
CO3	S	S	S	S	S	S
CO4	S	S	S	S	S	S
CO5	S	S	S	S	S	M

S-Strong; M-Medium; L-Low

UNIT-I: INTRODUCTION**6 Hours**

Entrepreneurship - Meaning of Entrepreneur- Characteristics of an Entrepreneur- Factors influencing of an Entrepreneur- Constraints of an Entrepreneur.

UNIT-II: PROJECT FORMULATION**6 Hours**

Project formulation- Sources of New Ideas- Project Identification- Process of preparation of Project Plan- Project Report.

UNIT-III: INSTITUTION SUPPORTING SMALL SCALE ENTERPRISES**6 Hours**

National Level Institution- NABARD- SIDBI- SIDO- State Level Institutions- DICs- SFC- Other Financial Assistance.

UNIT-IV: INCENTIVES AND SUBSIDIES**6 Hours**

Meaning- Needs and Problems of Incentives and Subsidies- Incentives for SSI Units in Backward Area- Taxation Benefits of SSI Units Subsidies and Incentives of Tamil Nadu.

UNIT-V: WOMEN ENTREPRENEUR**6 Hours**

Role of women Entrepreneurs in Current Scenario- Factors influencing Women Entrepreneurship- Problems faced by women Entrepreneurs – Solutions.

PRACTICAL

Visit to DIC- Visit to any Entrepreneurial Industry- Preparation of Business Proposals.

DISTRIBUTION OF MARKS: 100% THEORY**TEXT BOOKS:**

S.No	Author	Title of the book	Publisher	Year of Publications
1	C.B. Gupta	Entrepreneurship Development in India	S.Chand	2018
2	Jayashree Suresh	Entrepreneurship Development in India	Margham Publications	2018
3	P. Saranavel	Entrepreneurship Development in India	Ess Pee Kay Publication. House	2018
4	K.Sundar	Entrepreneurship Development	Vijay Nicolas	2018

REFERENCE BOOKS:

S. No	Author	Title of the book	Publisher	Year of Publications
1.	R.K.Singal	Entrepreneurship Development and Management	Kataria S.K.& Sons	2006

2.	S.Anil Kumar S.C.Poornima Mini K.Abraham K.Jayashree	Entrepreneurship Development	New Age International Publisher	2002
3.	Robert D.Hisrich Micheal P.Peters Dean A. Shepherd	Entrepreneurship Development	Mc Graw Hill	2000
4.	Dr.S.S.Khanka	Entrepreneurship Development	S.Chand Publications	2007
5.	Ajay Lakhanpal	Entrepreneurship Development	Common Wealth Publisher	1990
6.	R.K.Singal Shruthi Singal	Entrepreneurship Development	Gupta Book House	2016
7.	Richa Sharma Sapna Mathur & Nitin Tripathi	Entrepreneurship Development	Vikas Publisher	2014
8.	Sangeeth sharma	Entrepreneurship Development	PHI Publisher	2018
9.	Abhinav Ganpule, Aditya Dhobale	Entrepreneurship Development	Jatayu Publications	2018
10.	Poormina Charantimath	Entrepreneurship Development and Small Business Development	Pearson Publications	2018

TEACHING METHODOLOGY:

- Class room teaching
- Discussions
- PPT Presentations
- Chalk & Board
- Seminar
- Charts/ Models/ Demo
- Blended learning

WEBSITE SOURCES:

- www.wikipedia.com

SYLLABUS DESIGNERS:

- Ms. D. VijayaNirmala, Head and Assistant professor in Commerce (Evening).
- Mrs. C. Sumitha, Head and Assistant professor in Commerce (CA) (Evening).