

## WOMEN ENTREPRENEURIAL MANAGEMENT

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per week	
IV	19NBA4A	Non – Major II	30	2	30	2	2

### COURSE OBJECTIVE:

1. The main objective of this course is to make students aware of the main concept of women entrepreneurship,
2. To learn about various opportunities for women in business and problems faced by women entrepreneurs.
3. To know the financial support from various institutions.

### COURSE OUTCOMES:

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

CO Number	CO Statement	Knowledge level(K1-K4)
CO1	To make them understand the concept of women Entrepreneurship	K2
CO2	To make students aware of various opportunities for women entrepreneurs	K2, K3
CO3	To learn about the problems faced by women entrepreneurs and how to overcome them.	K2, K3, K4
CO4	To analyse the role of women entrepreneurs in economic development and the role of government in promoting women entrepreneurship	K1,K2
CO5	To make student learn about the various government bodies to promote women entrepreneurs	K2,K3

K1 – Remember; K2 – Understand; K3 – Apply; K4 –Analyze

### MAPPING WITH PROGRAMME OUTCOMES

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

S – Strong ; M – Medium; L – Low

**UNIT- I ENTREPRENEUR****5 Hours**

**Entrepreneur** : Meaning – Women Entrepreneur – Types of women entrepreneurs.

**UNIT- II OPPORTUNITIES FOR WOMEN ENTREPRENEURS****10 Hours**

**SWOT Analysis** : Characteristics of women entrepreneurs – Opportunities and prospects for women entrepreneurs – Role of technology in entrepreneurship - Field Visit.

**UNIT –III PROBLEMS OF WOMEN ENTREPRENEURS****9 Hours**

**Challenges** : Problems faced by women entrepreneurs – Measures taken to overcome problems faced by women entrepreneurs.

**UNIT- IV ROLE OF WOMEN ENTREPRENEURS IN ECONOMIC GROWTH** **10 Hours**

**Role** : Role of women entrepreneurs in economic growth and development – Role of government in promoting women entrepreneurship – Women entrepreneurs in India

**UNIT –V ROLE OF GOVERNMENT AGENCIES****9 Hours**

**Banking sectors** : Small Industries Development Bank of India (SIDBI) – National Small Industries Corporation (NSIC) – Small Industries Development Organization (SIDO) – District Industries Center (DIC) – Small Industries Service Institutes (SISI) – Commercial banks – National Bank for Agriculture and Rural Development (NABARD)

**Distribution of Marks** : Theory – 100% , Problems – 0%

**TEXT BOOKS:**

Sl. no	Authors	Title	Publishers	Year of publication
1	N V R Naidu and T.Krishna Rao	Management and Entrepreneurship	I K International Publishing House	2008
2	S.K.Chaudhry	Problems and prospects of women entrepreneurship	Discovery publishing Pvt ltd.	2005

**REFERENCE BOOKS:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of publication</b>
<b>1</b>	S.S.Khanka	Entrepreneurial development	S.Chand	2006

**TEACHING METHODOLOGY:**

- Chalk & Talk
- Lecture
- Seminar
- Assignment
- Chart preparation
- PPT
- Group Discussion
- You tube class
- Case study
- Role play

**SYLLABUS DESIGNER:**

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