

ENTREPRENEURIAL DEVELOPMENT

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per week	
IV		Core paper - XIII	75	5	75	5	5

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. 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:

CO Number	CO Statement	Knowledge level(K1-K4)
CO1	Understanding basic concepts in the area of entrepreneurship	K2,K3
CO2	Understanding the role and importance of entrepreneurship for economic development,	K2, K3,K4
CO3	Developing personal creativity and entrepreneurial initiative,	K1, K2, K3,K4
CO4	Adopting of the key steps in the elaboration of business idea	K1,K2, K3,K4
CO5	Analysing the resources needed for the successful development of entrepreneurial ventures in International level	K1,K2, K3,K4

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

MAPPING WITH PROGRAMME OUTCOMES

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	S	M	S	S	M	S
CO2	M	S	S	M	S	S
CO3	S	S	M	S	S	M
CO4	M	S	S	S	M	S
CO5	S	S	M	S	S	M

S – Strong ;

M – Medium;

L – Low

Unit – I ENTREPRENEUR & ENTREPRENEURSHIP

15 hrs

Introduction of Entrepreneur : Evolution of the concept - Functions of an Entrepreneur - Types of Entrepreneur - Intrapreneur- an emerging class - Concept of Entrepreneurship - Evolution of Entrepreneurship - Development of Entrepreneurship - Entrepreneurial Culture - Stages in entrepreneurial process.

Unit – II BUSINESS PLANNING PROCESS

15 hrs

Business plan : Business plan process - Advantages of business planning - Marketing plan - Production/operations plan - Organization plan - Financial plan - Final Project Report with Feasibility Study - preparing a model project report for starting a new venture. Selection and utilization of human resources and professionals like Accountants, Lawyers, Auditors, Board Members, etc.

Unit – III INSTITUTIONS SUPPORTING ENTREPRENEUR

15 hrs

Small industry financing developing countries : A brief overview of financial institutions in India - Central level and state level institutions - SIDBI - NABARD - IDBI

- SIDCO - Indian 34 Institute of Entrepreneurship - DIC - Single Window - Latest Industrial Policy of Government of India - Types of Resources - Human, Capital and Entrepreneurial tools and resources- Role and Importance of a Mentor

Unit – IV FAMILY BUSINESS

15 hrs

Importance of family business : Types - History - Responsibilities and rights of shareholders of a family business - Succession in family business - Pitfalls of the family business - strategies for improving the capability of family business - improving family business performance. - **Social entrepreneurship** - Rural entrepreneurship, MSME Policies. Make-In India, Start-Up India, Stand-Up India.

Unit –V INTERNATIONAL ENTREPRENEURSHIP OPPORTUNITIES 15 hrs

The nature of international entrepreneurship : Importance of international business to the firm - International versus domestic entrepreneurship - Stages of economic development - Entrepreneurship entry into international business - exporting - Direct foreign investment - barriers to international trade. - Various sources of Information - Incubators and Accelerators **Informal Risk Capital and Venture Capital:** Informal risk capital market - venture capital - nature and overview - venture capital process - locating venture capitalists - approaching venture capitalists. Social Entrepreneurship: Social enterprise-need - types - characteristics and benefits of social enterprises - Case studies in Entrepreneurship Development

Distribution of marks: Theory 100% and problem 0%

Text Books :

Sl no	Authors	Title	Publishers	Year of publications
1.	P.Saravanelu	"Entrepreneurship Development	",Eskapee Publications.	2000

2.	RobertD.Hisrich , Michael P.Peters,	"Entrepreneurshi p Development,	Tata McGraw Hill edition.	2003
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REFERENCE BOOKS:

S.N O	Authors	Title	Publishers	Year of publicat ion
1	Vasanth Desai "	Dynamics of Entrepreneurial Development and Management	Himalaya Publishing House.	2001
2	N.P.Srinivasan & G.P.Gupta,"	Entrepreneurial Development	Sultanchand & Sons	2003
3	Satish Taneja,	Entrepreneur Development	New Venture 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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