

ENTREPRENEURSHIP DEVELOPMENT

Sem	Subject Code	Category	Lecture		Theory		Practical	Credits
VI	19SNF6A	Skill based Subject IV	Hrs/sem	Hrs/Per week	Hrs/sem	Hrs/Per week	-----	2
			30	2	30	2		

COURSE OBJECTIVES:

The students will be able to

1. Understand the start-up of entrepreneurship
2. Get to know the project proposals and institutions supporting for entrepreneurship
3. To provide exposure on entrepreneurial culture and industrial growth.
4. To develop the skill for project analysis and appraisal.

COURSE OUTCOME:

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

CO Number	CO Statement	Knowledge Level (K1-K4)
CO1	Know the characteristics, classifications of entrepreneurship.	K1
CO2	Learn to design and appraise the project and factors influencing the plant location.	K2,K3
CO3	Understand the concept, functions and growth of entrepreneurship in India	K2
CO4	To know about Institutions Supporting Small Business Enterprises	K2,K3
CO5	To study about Government Policy and Taxation Benefits	K1,K2

Knowledge level: K1 – Remember, K2-Understand, K3- Apply, K4-Analyse.

MAPPING WITH PO

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

S-Strong; M-Medium, L- Low

UNIT I **6 Hours**
ENTREPRENEURSHIP DEVELOPMENT

Entrepreneur and entrepreneurship, Entrepreneur characteristics –Classification of Entrepreneurships –Incorporation of Business – Forms of Business organizations, concept, characteristics, functions and types of entrepreneur, growth of entrepreneurship in India, entrepreneurial culture and structure, Entrepreneurial traits, Entrepreneurial motivation, Women entrepreneurship, problems in establishing entrepreneurial system.

UNIT II **6 Hours**
PROJECT ANALYSIS

Project identification and classification ,Internal and external constraints , project objectives, project life cycle, project formulation , need , concept , significance and elements of project formulation , feasibility analysis , project report , content , guideline for formulating a project report.

UNIT III **6 Hours**
PROJECT FORMULATION AND APPRAISAL

Preparation of Project Report –Content; Guidelines for Report preparation –Project Appraisal techniques –economic –Steps Analysis; Financial Analysis; Market Analysis; Technical Feasibility.

UNIT IV **6 Hours**
INSTITUTIONS SUPPORTING SMALL BUSINESS ENTERPRISES

Central level Institutions: NABARD; SIDBI, NIC, KVIC; SIDIO; NSIC Ltd; etc. – state level Institutions –DICs-SFC-SSIDC-Other financial assistance.

UNIT V **6 Hours**
GOVERNMENT POLICY AND TAXATION BENEFITS

Government Policy for SSIs-tax Incentives and Concessions –Non-tax Concessions – Rehabilitation and Investment Allowances.

Distribution of Marks: Theory – 50(univ. exam) = 50 Marks

TEXT BOOKS:

S.NO	AUTHORS	TITLE	PUBLISHERS	YEAR OF PUBLICATION
1	Arya kumar	Entrepreneurship	New Delhi.	2010
2	Poornima M.CH	Entrepreneurship development	New Delhi. 64	2010
3	Gupta C.B., and Srinivasan M.P.,	Entrepreneurial development	Sultan chand Publications New Delhi.	2016
4	Khanka S.S	Entrepreneurial Development	S.Chand& Co., Ltd, New Delhi.	2016

REFERENCE BOOKS:

S.NO	AUTHORS	TITLE	PUBLISHERS	YEAR OF PUBLICATION
1	Deshpande M.V	Entrepreneurship of Small Scale Industries	Deepand Deep Publication, Allahabad.	(2015)
2	Prasanna Chandra	Project Preparation, Appraisal, Implementation	Tata MCGrawHill, New Delhi.	2016
3	Srivastava S.B,	A Practical guide to Industrial Entrepreneurs	Sultan Chand and Sons, New Delhi.	2016
4	Charantimath, P.M.	Entrepreneurship Development and Small Business Enterprises (5thed.)	India: Pearson Education India	(2009). E

WEB SOURCES:

1. Link:
https://www.researchgate.net/publication/334863365_Fundamentals_of_Entrepreneurship_Development
2. Link:
https://books.google.co.in/books/about/Entrepreneurship_Development.html?id=REJjANEnzVYC
3. Link: <https://openpress.usask.ca/entrepreneurshipandinnovationtoolkit/back-matter/references/>
4. Link:
https://books.google.co.in/books/about/Entrepreneurial_Development.html?id=uUdLAgAAQBAJ&redir_esc=y

TEACHING METHODOLOGY

- Chalk and board teaching
- Assignments
- Group discussions
- PPT
- Seminars
- Other Group activity

SYLLABUS DESIGNER:

- Ms. R. TAMILSELVI, Head and Assistant Professor, Department of Foods and Nutrition