

**JYOTI NIVAS COLLEGE AUTONOMOUS**  
**SYLLABUS FOR 2019 BATCH AND THEREAFTER**

**Programme: M.Voc. (Banking and Finance)**

**Semester: III**

**ENTREPRENEURIAL DEVELOPMENTS (Open Elective)**

**Course Code: 19MVB305**

**No. of Hours: 45**

**COURSE OBJECTIVES:**

- (1) To impart conceptual and managerial skills to students.
- (2) To create awareness among the students about the various institutions which supports entrepreneurship.
- (3) To familiarize the students on the prospects and problems associated with MSME.

**LEARNING OUTCOMES:**

1. It will enable the students to become innovative and establish a foundation of confidence in the skills necessary to establish an enterprise.
2. The course will enable the students to know the importance of business networking and the strategies in overcoming the business challenges.
3. This course will give them an insight on how to make business proposal and also analysis of the same.

**UNIT I            INTRODUCTION**

**09 Hours**

Definitions, Introduction, Characteristics of entrepreneurs. Intrapreneur, Social Entrepreneurship: Social enterprise-need - types - characteristics and benefits of social enterprises- Difference between Manager and entrepreneur, Qualities and functions of entrepreneurs, Entrepreneurial motivation and entrepreneurial Behaviours; Innovation and entrepreneur, importance of entrepreneur in economic growth.

**UNIT II            MSME**

**09 Hours**

definition-types-role of MSME in Industrialization and economic development of India, The nature of international entrepreneurship - Importance of international business to the firm - International versus domestic entrepreneurship Weak industries. Make in India.

**UNIT III    INSTITUTIONS SUPPORTING ENTREPRENEURS**

**09 Hours**

Institutions assisting Entrepreneurs - Small Industries Development Organisations (SIDO), District Industries Centres (DIC), Small Institutions Service Institutions (SISI), Government rules and regulation regarding Small Industries, Commercial banks , Case studies of Successful Entrepreneurial Ventures, Failed Entrepreneurial Ventures and Turnaround Ventures

## **UNIT IV IDENTIFICATION OF BUSINESS OPPORTUNITIES**

**09 Hours**

Steps involved in starting a small Enterprise-Financial, technical, social, legal and managerial feasibilities of the project. Defining Business Idea, Environmental Analysis - Search and Scanning, . Basic Government Procedures to be complied with Identification of business opportunities; Steps involved in starting a small Enterprise-Financial, technical, social, legal and managerial feasibilities of the project.

## **UNIT V BUSINESS PLAN**

**09 Hours**

meaning- features- venture capital- types of venture capitalists, Incubation- types of incubators- facilities offered by incubation centres. venture capital - nature and overview - venture capital process - locating venture capitalists - approaching venture capitalists. Preparation and presentation of a project proposal and its appraisal. 09

### **PRACTICAL COMPONENT OF THE SYLLABUS:**

- 1) List out different investors funding start-ups.
- 2) Identify companies that encourage intrapreneurs.
- 3) List out the women entrepreneurs who have contributed to the growth of Indian economy.
- 4) Study the contribution of social entrepreneur towards the development of the society.
- 5) Make a business plan for your intended business - talk to bankers to find out what they look for in a business plan.
- 6) Study a local for-profit business and try to list out the positive social impacts of the business

### **BOOKS FOR REFERENCE:**

1. Udai Pareek and TV Rao : Developing Entrepreneurship, Sanjiv Printers, Ahmedabad.
2. Vasant Desai: Entrepreneurship and Small-Scale Industry, Himalaya Publishing House.
3. Renu Arora, SK Sood, Vivekanand; Entrepreneurial Development, Kalyani Publishers.
4. Birley and Muzyka: Mastering Enterprise, Financial Times.
5. S.S.Khanka : Entrepreneurial Development, S. Chand & Co.,
6. Guide to Investors, Udyog Mitra