

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

Programme: B.B.A

Semester: VI

ENTREPRENEURIAL DEVELOPMENT

Course Code: 18BB602

No. of Hours: 60

COURSE OBJECTIVES:

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

LEARNING OUTCOMES:

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

UNIT 1: 08 HRS

Entrepreneurship, problems and institutions promoting women entrepreneurs; competency requirement for Entrepreneurs.

UNIT 2 12 HRS

MSME -definition-types-role of MSME in Industrialization and economic development of India; policies of Kamataka Government regarding location of small scale industries, incentives offered; sickness in small scale units-causes and consequences, prevention and remedies. Weak industries. Make in India.

UNIT 3 15 HRS

Institutions supporting entrepreneurship-managerial, financial and marketing assistance- Role of IFCI, SFCs, SIDBI, DIC, EDI, SISI, SIDO, KVIC, Commercial Bank, KSSIDC, KSSIC, AWAKE, TECSOK in promoting Entrepreneurship, venture capital- types of venture capitalists, Incubation- types of incubators- facilities offered by incubation centres.

UNIT 4: 15 HRS

Identification of business opportunities; Steps involved in starting a small Enterprise-Financial, technical, social, legal and managerial feasibilities of the project.

UNIT 5

10 HRS

Business Plan- meaning- features- format- SWOT analysis. Preparation and presentation of a project proposal and its appraisal.

SKILL DEVELOPMENT

- List out different investors funding start-ups.
- Identify companies that encourage intrapreneurs.
- List out the women entrepreneurs who have contributed to the growth of Indian economy.
- Study the contribution of social entrepreneur towards the development of the society.

REFERENCES:

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