

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

Programme: B.A

Semester: VI

**COMMUNICATIVE ENGLISH PAPER XII
ENTREPRENEURSHIP DEVELOPMENT PROGRAMME**

Course Code: 18VICE12

No. of Hours: 60

COURSE OBJECTIVES

- To empower the students with knowledge of entrepreneurship skills.
- To acquaint the student with the procedures for starting a venture.
- To encourage the students to set up their own enterprises.

LEARNING OUTCOMES

- To apply the principles of entrepreneurial competence in business.
- To scan the environment for business opportunities and ideas and apply SWOT analysis.
- To understand the various rules, regulations and guidelines to start a small scale industry and various financial institutions supporting MSME.

UNIT 1:

13 HRS

Meaning and importance of entrepreneur, Entrepreneurship - Factors influencing entrepreneurship, Pros and Cons of being an entrepreneur, Women entrepreneurs- problems and promotion, Types of Entrepreneurs, Characteristics of a successful entrepreneur, Competency requirement for entrepreneurs - Awareness of self competency and its development.

UNIT 2: PRODUCT

13 HRS

Product - Definition, types, criteria in the selection of a product.
Market research- definition, techniques.
SWOT Analysis- definition, scope, importance.

UNIT 3: BUSINESS CONCEPT

15 HRS

Business enterprise – definition, steps involved in starting a business venture –formalities, licensing and registration procedures. Financial, technical and social feasibility of the project. Small scale industries- definition, Importance and role played by SSI in the development of the Indian economy - Problems faced by SSI and the steps taken to solve the problems - Policies governing SSI's.
Sickness in SSI's- definition of a sick industry - Causes of industrial sickness- Preventive and remedial measures for sick industries.
Industrial estates – role and types

UNIT 4: BUSINESS PLAN

10 HRS

Business Plan- Definition, importance- Preparing Business Plan - Financial aspects of the Business Plan -Marketing aspects of the Business Plan - Human Resource aspects of the Business Plan - Technical aspects of the Business Plan - Social aspects of the Business Plan - Problems and prospects of Business Plan

UNIT 5: FINANCE AND ENTREPRENEURSHIP**9 HRS**

- Implementation of the project - Financial assistance through SFC's, SIDBI, Commercial banks, KSIDC, KSSIC, IFCI
- Non financial assistance from DIC, SISI, EDI, SIDO, AWAKE, TCO, TECKSOK, KVIC.

PRACTICAL FOR SKILL DEVELOPMENT

- Role of Women entrepreneurs.
- Writing a Business Plan for starting a venture.
- Success stories of Entrepreneurs.

REFERENCE

1. Desai, V. - Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, 2013.
2. Gupta, Sunil - Entrepreneurial Development, the ICFAI University Press, 2004.
3. Dr. Khanka, S.S.- Entrepreneurial Development, S.Chand Publication,2006.
4. Dr. Vijayashree, P.T; Alagammai, M.- Entrepreneurship and Small Business Management, Margham Publications, 2016.
