

St. Josephs Degree & PG College

B.Com (IF&A)(CBCS)

Semester-IV

Entrepreneurship Development (w.e.f 2017-18)

Scheme of Instruction

Total duration :60Hrs

Hours / Week :5

Credits : 5

Instruction Mode : Lecture

Course Code : BC.06.101.211T

:3Hrs

Scheme of Examination

Max Marks :100

Internal Examination :30

Skill Based Test :10

External Semester Exam:60

Exam Duration

Course Objective:

To have exposure to the entrepreneurial culture, development and business ethics to set up and manage small units.

To provide knowledge to students on the basics of entrepreneurship skills and competencies which helps them to create and manage new business ventures

Course Outcomes

CO 1: Students will be able to sell themselves and their ideas.

CO 2: Students master their oral and visual presentation skills and establish a foundation of confidence in their own startups.

CO 3: Students will be able to identify the most recognized sources of potential funding and financing for initial stages of business and their expansion.

CO 4: Students will be given a strong platform in helping them to start their own business

UNIT I - Entrepreneur and Entrepreneurship 12 hrs

Entrepreneur - Concept, Definition, Characteristics, Functions, Traits and types

Entrepreneurship – Meaning, Nature, Characteristics, barriers, Entrepreneurship as a career option, Entrepreneur Vs Entrepreneurship and Entrepreneur Vs Manager

UNIT II - Entrepreneurship Motivation and Entrepreneurship Development Programmes 12hrs

Entrepreneurship Motivation - Meaning, definition, process, factors and theories

Entrepreneurship Development Programmes – Definition, Objectives, phases, Institutions conducting EDPs and problems

UNIT III - Identification of Business Opportunities and Project Concept 12hrs

Business Opportunity - Meaning, sources, steps in identification of business opportunity

Project Concept - Definition, characteristics, objectives, classification and steps in preparation of a project report

UNIT IV – Establishment of Small Enterprise**12hrs**

Definition, Features, ,objectives, Selecting a Location, steps for starting a small enterprise, Government Policies for small scale enterprises ,problems and Role of incentives and subsidies

UNIT V – Financing of Enterprises**12hrs**

Meaning, Need, Estimating financial requirement, Sources of Finance , various development Financial Institutions

Reference Books:

- 1) Entrepreneurial Development – Dr S.S Khanka, Reprint 2015 S.Chand& Co .Pvt Ltd
- 2) Entrepreneurial Development – Text and Cases – B.Janakiram and M.Rizwana ,Excel Books
- 3) Entrepreneurship Development – S.AnilKumar,S.CPoornima,Mini.K .Abraham and K.Jayashree
- 4) Entrepreneurship Development -V.Gangadhar,Dr.SNarasimhaChary,Dr.NareshReddy,Dr . P. Amaraveni and Dr.K.Rajender,Reprint 2015,Kalyani Publishers
- 5) Dynamics of Entrepreneurial Development and Management –Vasant Desai, 6th Edition,2010,Himalaya Publishing House
- 6) Cases in Entrepreneurship – Eric A.Morse and Ronald K. Mitchell ,2013,Sage South Asia Edition