SEMESTER-VI

ENTREPRENEURSHIP

Programme:B.Com (A&F) **MaxHours:75**
CourseCode:U20/COM/DSE/603A **MaxMarks:100(40:60)**
CourseType:DSE-III **Noof Credits:4**
HoursPerWeek:5

Course Objectives:

Toprovideacomprehensiveideaabouttheentrepreneurshipcultureandmotivatethestudentsto be self employed.

Course Outcomes:

CO1:Studentswillbeabletoexplaintheentrepreneurialcultureandchallengesthatexistinthe country at present.

CO2:Studentswillbeabletoidentifytheinitialprocessrequiredtoinitiateanentrepreneurial project

CO3:Students willbe ableto describethe stagesof projectformulation, appraisal&evaluation

CO4:Studentswillbeabletoassessthenatureofpromotional&developmentalprogrammes available to the entrepreneur.

CO5: Studentswill beable tolearn aboutthe recent trends&innovations inthe environment

MODULEI: INTRODUCTION **(15 Hrs)**

Definition and concept of entrepreneur - Qualities, Skills and Functions ofentrepreneur- Origin and development of entrepreneurship -Role of entrepreneur in economic development - Entrepreneur V/s Intrapreneur - Types of entrepreneurs - Recent trends-sociopreneur,edupreneur, ecopreneur, and agropreneur - Women entrepreneurs - Self Help Groups – Challenges and opportunities in India

MODULEII: IDENTIFICATION OFBUSINESS OPPORTUNITIES **(15 Hrs)**

Sources and steps involved in identification of business opportunities. Environment Scanning– Idea Generation – Transformation of Ideas into Opportunities - Idea & opportunity assessment – Market assessment – Trend spotting – Creativity &Innovation – Innovative process – Selectionof the right opportunity

MODULE III: INNOVATION **(15 Hrs)**

Purposeful innovation-unexpected success/failure; Role of the business incubator - Business incubator models, Services of incubators - Seed funding/venture capital /angel financers-types, nature and the procedures, and how they may be approached and convinced to participate; Role of T-Hub.

MODULE IV: POLICIES&PROGRAMMES **(15Hrs)**

Entrepreneurship Development Programmes – Policies of the Government – Institutions for Entrepreneurship Development Training (EDIs) in India: CED, MDI, EDII, IED, NIESBUD, EMC, STEPs, XISS, SIDO, SISIs, Role of Consultancy Organizations: IDCs, TCOs – Role of Financial Institutions and Banks.

MODULE V:PROJECT FORMULATION **(15Hrs)**

Meaningandconceptofprojectformulation-Stagesinprojectformulation

a) Elements of project formulation-feasibility analysis, techno-economic analysis, project design and network analysis, input analysis, financial analysis.

b) Project Appraisal-concept and features, methods of appraisal-break even analysis, cost benefit analysis, social cost benefit analysis and profitability analysis.

c) Project Selection-meaning, Factors to be considered for project selection-raw materials, credit facilities, market forces, competition, government policy, incentives and subsidies, labour force, capital requirements, infrastructure, profitability .

d) Projectreport-meaningimportanceand contentsofprojectreport.

SuggestedReadings:

1. Desai,Vasant.DynamicsofEntrepreneurshipDevelopment,Himalaya
2. Drucker,Peter.InnovationandEntrepreneurship-PracticeandPrinciples
3. Mascarenhas,Romeo.EntrepreneurshipManagement.VipulPrakashan
4. Paul,Jose;Kumar,Ajith.EntrepreneurshipDevelopmentandManagement.Himalaya publishing house
5. Khanka,S.S.EntrepreneurialDevelopment.SultanChandpublication
6. EntrepreneurshipDevelopment:A.Shankaraiahetal, KalyaniPublishers
7. Gordon,Natarajan.EntrepreneurshipDevelopment.Himalayapublishinghouse
8. Gupta,C.B.,SrinivasanEntrepreneurialDevelopment.SultanChand

ENTREPRENEUSHIP

MODELQUESTION PAPER

CourseCode: U20/COM/DSE/603A **MaxMarks:60**
Credits:4 **Time:2Hrs**

I. AnsweranyFIVEfromthefollowing EIGHT Questions. 5q×2m=10Marks

1.
2.
3.
4.
5.
6.
7.
8.

II. Answerthefollowing 5q x 10 m= 50marks

1.

OR

2.

3.

OR

4.

5.

OR

6.

7.

OR

8.

9.

OR

10.