

DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE**PERAMBALUR-621212****COURSE PLAN**

Name of the Faculty	Ms.N.Suguna			
Designation/Department	ASP/MBA			
Course Code/Name	BA5014/ENTREPRENEURSHIP DEVELOPMENT			
Year/Section/Department	II/ MBA			
Credits Details	L:3	T:0	P:0	C:3
Total Contact Hours Required	45			

Syllabus:

UNIT I/ ENTREPRENEURIAL COMPETENCE	No. of Periods-6
Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful, Entrepreneur – Knowledge and Skills of Entrepreneur.	
UNIT II/ENTREPRENEURIAL ENVIRONMENT	No. of Periods-12
Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations - International Business.	
UNIT III/ BUSINESS PLAN PREPARATION	No. of Periods-12
Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital - Budgeting Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.	
UNIT IV/ LAUNCHING OF SMALL BUSINESS	No. of Periods-10
Finance and Human Resource Mobilization Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, IT startups.	
UNIT V/ MANAGEMENT OF SMALL BUSINESS	No. of Periods-05
Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business.	

Objectives:

- ❖ To develop and strengthen entrepreneurial quality and motivation in students. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.
- ❖ To understand management concepts and way of establishing business in current scenario.
- ❖ To develop their skills based on decision making with help entrepreneurial training programme.
- ❖ To understand business plan process and various project profile preparation.
- ❖ To study the steps for launching small business.
- ❖ To learn the management of small business.

Reference Book:

- R1: Mathew Manimala, Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra ,2nd Edition ,2005
 R2. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 1996.
 R3. Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2001.
 R4. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Ltd., Delhi,2001
 R5. P.Saravanavel, Entrepreneurial Development, Ess Pee kay Publishing House, Chennai 1997.
 R6. Arya Kumar. Entrepreneurship. Pearson, 2012.
 Donald F Kuratko, T.V Rao. Entrepreneurship: A South Asian perspective. Cengage, 2012

Website:

- W1: <https://www.earlytorise.com/entrepreneurship-development/> (Topic-6)
 W2: www.yourarticlelibrary.com/entrepreneurship/entrepreneurship-development. (Topic-18,24)
 W3: www.ediindia.org: (Topic:10)
 W4: <https://www.slideshare.net/tangypreeti213/entrepreneurial-development>: (Topic-27)
 W5: <https://msme.gov.in/schemes/entrepreneurship-and-skill-development-programs> (Topic 30,33)
 W6: www.ymcaust.ac.in/mba/images/Study.../Entrepreneurship:(Topic18)
 W7: <https://lecturenotes.in/subject/35/entrepreneurship-development-ed> (Topic-43)
 W8: ncert.nic.in/nets/l/lebs213.pdf-(Topic -42,45)
 W9: www.pondiuni.edu.in/sites/default/.../Entrepreneurship%20Management200813 (Topic-43)

Course Plan:

Topic Number	Topic	Reference Detail	Page Number	Mode of teaching	Number of Periods Required	Cumulative Period
UNIT I						
1	Entrepreneurship concept	R4	6-8	BB	1	1
2	Entrepreneurship as a career	R4	11-12	BB	1	2
3	Entrepreneurial Personality	R3	9-12 6-8	BB	1	3
4	Characteristics of successful entrepreneur	R4	27-28 8-17	PPT	1	4
5	Functions of entrepreneurs	R4	29-36 16-30	PPT	1	5
6	Knowledge and skill of entrepreneur	W1	25-30	PPT	1	6

LEARNING OUTCOME

At the end of unit, students should be able to
 To familiarize overview of the competencies, personality traits and characteristics of Entrepreneurs.

UNIT II						
7.	Business environment	R4	49-52	BB	1	7
8.	Nature of Business environment	R4	62-65	BB	1	8
9.	Entrepreneurship devt. Programme	R5 R3	207-208 64-68	BB	1	9
10.	Role of family and society in ED	W3	1-29	PPT	1	10
11.	Distinct phases of EDP	R4	58-60	BB	1	11
12.	Objectives of entrepreneurial training	R3	63-64	BB	1	12
13.	Other support organizational services	R5 R3	224-225 94-99	BB	1	13
14.	Promotional schemes provided by govt.	R5 R4	248-258 52-53	BB	1	14
15.	Financial schemes provided by govt.	R5 R4	178-182 69-76	BB	1	15
16.	Objectives of international trade	R2	75-82	PPT	1	16
17.	Importance of internal trade	R3	220-234	PPT	1	17
18.	State govt. incentives for investor	W2	26-30	PPT	1	18
LEARNING OUTCOME						
At the end of unit, students should be able to To understand the Environmental factors affecting entrepreneurship and central and state government policies for SME's						
UNIT III						
19	Sources of product for business	R5	205-206	BB	1	19
20	Pre feasibility study	R6 R3	330-334 144-156	BB	1	20
21	Pre feasibility study guidelines	R6 R4	353-354 124-126	BB	1	21
22	Criteria for selection of product	R6 R4	315-317 102-105	BB	1	22
23	Objectives of a business plan	R5 R3	271-272 170-174	BB	1	23
24	Business ownership	W2	363-367 166-167, 26-28	BB	1	24
25	Capital structure	R6 R4	377-379 387-390 162-173	BB	1	25
26	Budgeting	R6 R4	390-394 176-189, 193-208	BB	1	26

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27	Project profile preparation	W4	1-25	PPT	1	27
28	Principal stages in the preparation of project profiles	R3	270-275	BB	1	28
29	Components of feasibility report	R3	28-35	BB	1	29
30	Project evaluation	R3	42-55	BB	1	30

LEARNING OUTCOME

At the end of unit, students should be able to

To understand about prefeasibility, feasibility, project preparation for stating a business enterprise.

UNIT IV

31	Principal stages in the preparation of project profiles	R4	156-158	BB	1	31
32	Components of feasibility report	R5 R4	428-443 446-457	BB	1	32
33	Project evaluation	R4 W5	257-262	PPT	1	33
34	Steps for launching of small business	R5 R4	377-378 262-267	BB	1	34
35	Finance mobilization	R6 R4	470-471 288-290	BB	1	35
36	Human resource mobilization	R6 R4	471-483 286-300	BB	1	36
37	Operations Planning	R5 R4	404-406 271-278	BB	1	37
38	Market and channel selection	R5 R4	409-410 277-278	BB	1	38
39	Growth strategies in small business	R5	416-417	BB	1	39
40	IT start ups	R1	167-174	BB	1	40

LEARNING OUTCOME

At the end of unit, students should be able to

To understand the various functions areas of Management ie Finance Marketing, HR and Operations management.

UNIT V

41	Monitoring and evaluation of business	R5 R3	484-491 345-346	BB	1	41
42	Internal and external evaluation	R6 R3 W6	568-574 364-374	NPTEL	1	42
43	Industrial sickness	W7	1-3PAGE	BB	1	43
44	Preventing and rehabilitation	R5	517-518	BB	1	44
45	Effective management of small business	W8	129-130	BB	1	45

LEARNING OUTCOME

At the end of unit, students should be able to

To understand monitoring of business, preventing of sickness, rehabilitation of business Enterprises.

Course Outcome:

CO.1	To familiarize overview of the competencies, personality traits and characteristics of Entrepreneurs.
CO.2	To understand the Environmental factors affecting entrepreneurship and central and state government policies for SME's
CO.3	To understand about prefeasibility, feasibility, project preparation for stating a business enterprise.
CO.4	To understand the various functions areas of Management ie Finance Marketing, HR and Operations management.
CO.5	To understand monitoring of business, preventing of sickness, rehabilitation of business Enterprises.

PROGRAMME OUTCOMES (POs):

1. Ability to apply the business acumen gained in practice.
2. Ability to understand and solve managerial issues.
3. Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
4. Ability to upgrade their professional and managerial skills in their workplace.
5. Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.
6. Ability to take up challenging assignments.
7. Ability to understand one's own ability to set achievable targets and complete them.
8. Ability to pursue lifelong learning.
9. To have a fulfilling business career.

Course Outcome Vs Program Outcome Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO 1	√	√	√						
CO 2		√		√	√				
CO 3				√	√	√			
CO 4							√	√	
CO 5	√						√	√	√

Content Beyond Syllabus:

1. Case Study of a Successful Indian Entrepreneur.

Assignments

Assig. Number	Batch Details	Register Number	Total Number	Mode of Assignment MCQ/Seminar/ PPT	Topics
I	Batch 1	1 to 8	8	MCQ	MCQ
	Batch 2	9- 16	8	Seminar	1. Discuss in detail about the types of entrepreneur 2. Explain the components of entrepreneurial environment
	Batch 3	17-23	7	PPT	1. Explain in various skills required by an entrepreneur 2.Explain the program of training in

					entrepreneurship development.
II	Batch 1	1 to 8	8	PPT	1. Explain the sources of Finance mobilization in an organisation 2. Explain about the sources of recruitment
	Batch 2	9- 16	8	MCQ	MCQ
	Batch 3	17-23	7	Seminar	1.Sources of product for business 2. Define pre-feasibility. Explain the Pre feasibility study guidelines procedures.
III	Batch 1	1 to 8	8	Seminar	1.Explain the process of Human Resource Management Process 2.Discuss the measures taken by the Government to prevent and rehabilitation of industrial sickness
	Batch 2	9- 16	8	PPT	1.Explain the stages in business plan preparation 2.Explain the various measures to prevent industrial sickness
	Batch 3	17-23	7	MCQ	MCQ

SIM Questions:

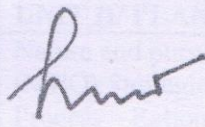
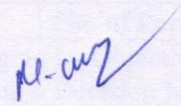
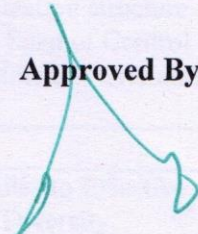
SIM 1	<ol style="list-style-type: none"> 1.Explain how one can make an career by entrepreneurship(Nov-2016) 2.Briefly explain the characteristics of successful entrepreneur with the two example from South Indian food industry (Nov-2017) 3.Define personality, briefly explain the personality types of entrepreneurs personality types of entrepreneurs with suitable example and arguments(Nov-2017) 4.Discuss the knowledge and skill requires for an entrepreneur(May-2013) 5.Elucidate the role of creativity in the development of an entrepreneur(Nov-2012) 6.Discuss the functions to be performed by an entrepreneur(AU N/D-2016) 7.Describe the list of activities and preparations required to launch the training program with suitable examples(AU A/M-2019) 8.Explain the role of government in supporting entrepreneurship among the citizens of the country(AU A/M-2019) 9.Discuss entrepreneurship development training(AU N/D-2018) 10.Explain how central government industrial policies and regulations enable entrepreneurship(AU N/D-2018) 11.Explain international business(AU N/D-2018) 12.Suppose you want to start a DTP centre in your locality(AU N/D-2018)
SIM 2	<ol style="list-style-type: none"> 1.Define: Business Plan. Briefly explain the different contents of the well drafted business plan with suitable examples. (AU A/M-2019) 2.Describe the contents of the feasibility analysis of an effective entrepreneur(AU A/M-2019) 3.Explain different types of ownership of business(AU N/D-2018) 4.Discuss feasibility report preparation and evaluation. (AU N/D-2018) 5.Discuss project profile preparation. 6.Explain how to mobilize financial resources for an enterprise(AU N/D-2018) 7.What do you mean by the tern resources? Explain about the finance and HR mobilization strategies with example.(Nov-2016) 8.Explain in detail about various aspects linked product launching(Nov-2016) 9.Explain in detail about the channel of distribution(Nov-2015) 10.Explain dimension of operations strategy. (Nov-2017) 11.Discuss the various sources of HR recruitment. (May-2014)

	12. Define: Training. Briefly explain the Objectives of Characteristics of successful training program with suitable examples. (AU A/M-2019)
SIM 3	<p>1. Briefly explain the different ways of doing an evaluation of small startup business. (AU A/M-2019)</p> <p>2. Define: Industrial Sickness. Explain the different stages of Industrial Sickness with suitable examples. (AU A/M-2019)</p> <p>3. Describe the criteria for selection of products. (AU N/D-2018)</p> <p>4. Explain rehabilitation of sick business units. (AU N/D-2018)</p> <p>5. Discuss about preventing sickness and rehabilitees of business unit (Nov-2016)</p> <p>6. Explain effective management of small business (Nov-2016)</p> <p>7. What is meant by risk unit explain the important and significance of preventing risk unit (Nov-2014)</p> <p>8. Explain the guideline of RBI managing the problems of industrial sickness (Nov-2017)</p> <p>9. Define industrial sickness, drive the different stages of industrial sickness with suitable examples (Nov-2017).</p> <p>10. Discuss the characteristics of the successful entrepreneur (AU N/D-2018)</p> <p>11. Explain the different personality types of entrepreneurs with suitable examples from Indian automobile industry. (AU A/M-2019)</p> <p>12. Discuss entrepreneurship development training (AU N/D-2018)</p>

Submission Details:

Phase 1 (Before AT 1)		Phase 2 (Before AT 2)		Phase 3 (Before AT 3)	
Assignment 1	SIM 1	Assignment 2	SIM 2	Assignment 3	SIM 3
24.08.2020	03.09.2020	17.9.2020	5.10.2020	17.10.2020	29.10.2020

Google Class Code Details: oolprjb

<p>Prepared By</p>  <p>(N.Suguna-ASP)</p>	<p>Verified By</p>  <p>(HOD-MBA)</p>
<p>Approved By</p>  <p>(Principal)</p>	