B.A SKILL ENHANCEMENT COURSE SEMESTER-III

(BLAB32309T) ENTREPRENEURSHIP DEVELOPMENT (SEC-1) (iii)

MAXMARKS:100
EXTERNAL:70
INTERNAL:30
PASS:40%
CREDITS: 4

OBJECTIVE:

The basic objective of this course is to help the learners understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development. It also aims to motivate students to opt for entrepreneurship and self employment as alternate career options.

COURSE OUTCOMES:

CO 1:	To understand concept of entrepreneurship, its theories entrepreneurial mindset and Innovation.
CO 2:	Analyze the entrepreneurial process for establishing a new venture.
CO 3:	To evaluate the entrepreneurial environment and analyze the role of women entrepreneurs
CO 4:	To analyze the role of MSMEs in the National Economy

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B willhave four questions each from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any 10 questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A, and B of the question paper, and any ten short answer questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless

the earlier ones have been crossed out, shall not be evaluated.

Section A

Unit 1 Entrepreneurship- Concept, Theories, Characteristics, Entrepreneurial mindset. Innovation- meaning, features, and need. Latest innovations in manufacturing and service sectors. Social and commercial entrepreneurship.

Unit 2 Entrepreneurial Process: Generation of business ideas; Opportunity sensing and identification; Test of feasibility of business ideas.

Unit 3 Developing a business proposal, contents of a business plan/project report;

Project appraisal by external agencies. Business Planning.

Section B

Unit 4 Entrepreneurial Development Programmes-- their Relevance and Achievement, Women Entrepreneurship- Problems Faced, Suggestions, Role of Government to promote Women Entrepreneurship.

Unit 5 MSMEs –Definition, Registration process and its procedure, Benefits of registration. MSMEs-- Seed Bed of Entrepreneurship; Start up- Its Concept, steps and need.

Unit 6 Role of MSMEs in the National Economy; Role of e-commerce in promoting small business. Small Business and Modern Technology.

Suggested readings:

- Desai, Vasant (2003). Small-Scale Industries and Entrepreneurship. Himalaya PublishingHouse, Delhi.
- Kaulgud, Aruna (2003). Entrepreneurship Management. Vikas Publishing House,Delhi.
- Chandra, Ravi (2003). Entrepreneurial Success: A Psychological Study. Sterling PublicationPvt. Ltd., NewDelhi.
- Balaraju, Theduri (2004). Entrepreneurship Development: An Analytical Study. AkanshaPublishing House, Uttam Nagar, NewDelhi
- Taneja, S., & Gupta, S. L. Entrepreneurship Development-New Venture creation. New Delhi:Galgotia Publishing House.
- Vasper, K. H. New Venture Strategies (Revised Edition ed.). New Jersey: Prentice Brandt, S. Entrepreneuring: The Ten Commandments for Building a Growth company.Mac Millan Business Books.
- Dollinger, M. J. Entrepreneurship: Strategies and Resources. Illinois: Irwin.
- Holt, D. H. Entrepreneurship: New Venture Creation. New Delhi: Prentice Hall of India.