

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.COM DEGREE

SYLLABUS

(Effective from the academic year 2019 – 2020)

ENTREPRENEURIAL DEVELOPMENT

CODE: 19CM/MC/ED64

CREDITS : 4

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TOTAL TEACHING HOURS : 65

OBJECTIVES OF THE COURSE

- To provide valuable guidance and Management tools to students to set up their own Business
- To provide Students a conceptual and practical foundation for Entrepreneurial Practice
- To provide comprehensive knowledge to the students on the various aspects related to entrepreneurial development
- To familiarize the students with the practical knowledge of establishing a business

COURSE LEARNING OUTCOMES

On successful completion of the course, students will be able to

- Analyse the business environment in order to identify business opportunities,
- Generate and evaluate ideas for new business ventures
- Explore the possibility of setting up a business
- Understand the importance of marketing and management in new business ventures

Unit 1

(15 Hours)

Introduction

- 1.1 Entrepreneurship, Entrepreneur and Enterprise - Meaning, Definition, Characteristics and Qualities for an Ideal Entrepreneur
- 1.2 Functions and Types of Entrepreneur - Social Entrepreneur, Rural Entrepreneur, Self-help Group, E-entrepreneur, etc.
- 1.3 Role of Entrepreneurship in Economic Development
 - 1.3.1 Factors Influencing Entrepreneurship development
 - 1.3.2 Internal and External environment – Economic and Non - economic, Psychological, Social, Cultural, Political, Legal and Economic factors
- 1.4 Factors impacting Emergence of Entrepreneurship - Barriers

Unit 2

Enterprise Process and Strategies

(15 Hours)

- 2.1 Opportunity Identification and Selection
- 2.2 Idea Generation and Screening of Business Idea
 - 2.2.1 Sources of Business Idea – Internal and External
 - 2.2.2 Evaluation of Business Idea
 - 2.2.3 Selection of Business Idea

- 2.3 Business Plan – Meaning, Contents and Significance of Business Plan
 - 2.3.1 Business Plan Process, Advantages of Business Planning.
 - 2.3.2 Environmental Analysis - Scanning, SWOT Analysis.

Unit 3

Project Proposal (15 Hours)

- 3.1 Project Identification and Classification
 - 3.1.1 Project – Meaning and Types
 - 3.1.2 Internal and External Constraints in Identifying Project
 - 3.1.3 Project Life Cycle
- 3.2 Project Formulation
 - 3.2.1 Meaning and Stages in Project Formulation
 - 3.2.2 Need and Significance of Project Formulation
 - 3.2.3 Elements of Project Formulation
- 3.3 Project Feasibility
 - 3.3.1 Project Feasibility Analysis
- 3.4 Preparing Model Project Report for Starting a New Venture

Unit 4

(10 Hours)

Women Entrepreneurship

- 4.1 Role and Challenges of Women Entrepreneur
- 4.2 Special privileges and problems faced by Women Entrepreneur

Unit 5

(10 Hours)

Entrepreneurial Finance

- 5.1 Financial Planning – Meaning and Need
- 5.2 Sources of finance – Internal and External
- 5.3 Working Capital Management - Sources and Factors Determining Working Capital
- 5.4 Role of Banking and Non-Banking Institutions assisting Entrepreneurs
- 5.5 Government Assistance through Subsidies and Incentives

BOOKS FOR STUDY

S.S.Khanka, *Entrepreneurial Development*, S. Chand & Co, New Delhi, 2015
 Desai, V. *Dynamics of Entrepreneurship Development and Management*, New Delhi: Himalaya Publishers, 2015

BOOKS FOR REFERENCES

Jayashree Suresh, *Entrepreneurial Development*, Margham Publications, New Delhi, 2015
 C.B. Gupta & N. P. Srinivasan, *Entrepreneurial Development*, Sultan Chand & Sons, 2016
 Poornima, C. *Entrepreneurship Development - Small Business Enterprises*. New Delhi: Pearson, (2011).
 Robert D. H.& Peters, M.P. *Entrepreneurship*. New Delhi: Tata McGraw Hill, 2013
 Gopalakrishnan, P. *Textbook of Project Management*. New Delhi: Macmillan, 2014

JOURNALS

International Journal of entrepreneurship development and Small business

Journal of entrepreneurship education

Journal of Business venturing

International Journal of Project Management

WEB RESOURCES

<http://www.entrepreneur.com>

<http://www.businessesforsale.com>

<http://www.sba.gov>

<http://joe.sagepub.com/content/19/2.toc>

PATTERN OF ASSESSMENT

Continuous Assessment Test: Total Marks: 50 Duration: 90 minutes.

Section A – 7 x 2 = 14 Marks (no choice)

Section B – 2 x 8 = 16 Marks (from a choice of three)

Section C – 1 x 20 = 20 Marks (from a choice of two)

Other Components: Total Marks: 50

Seminars/Quiz/Group discussion/Assignments/Class Presentation

End Semester Examination: Total Marks: 100 Duration: 3 hours.

Section A – 10 x 2 = 20 Marks (no choice - Max 30 words)

Section B – 5 x 8 = 40 Marks (from a choice of seven - Max 500 words)

Section C – 2 x 20 = 40 Marks (from a choice of four -Max 1200 words)