

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
B.Com (A & F) DEGREE: ACCOUNTING AND FINANCE

SYLLABUS
(Effective from the academic year 2015 – 2016)

ENTREPRENEURSHIP DEVELOPMENT

CODE: 15CM/ME/EP55

CREDITS : 5

L T P : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVES OF THE COURSE

- To provide a comprehensive knowledge on the various aspects related to entrepreneurial development
- To familiarize students with the practical knowledge of establishing a business

Unit 1

Introduction (10 hrs.)

- 1.1 Concept of Entrepreneurship - Meaning, Definition, Characteristics and Need for Entrepreneurship
- 1.2 Entrepreneur - Meaning, Definition, Scope, Need, Function and Types of Entrepreneurs
- 1.3 Factors that contribute to the growth of Entrepreneurship – Internal and External factors
- 1.4 Entrepreneur vs Entrepreneurship, Entrepreneur vs Manager, Entrepreneur vs. Intrapreneur

Unit 2

Enterprise Launching (15 hrs.)

- 2.1 Opportunity Identification and Selection
- 2.2 Idea Generation and Screening of Business Idea, Sources of Business Idea, Evaluation of Business Idea, Selection of Business Idea
- 2.3 Business Plan – Meaning, Contents and Significance of Business Plan
- 2.4 Business Plan Process, Advantages of Business Planning
- 2.5 Environmental Analysis - Scanning, SWOT Analysis

Unit 3

Project Formulation and Identification (15 hrs.)

- 3.1 Project Identification and Classification
- 3.2 Meaning, Contents and Significance of Project Report
- 3.3 Project Cost Analysis
- 3.4 Meaning of Project Formulation - Meaning, Concept, Elements and Stages in Project Formulation

Unit 4

Preparation for Entrepreneurial Ventures

(15 hrs.)

- 4.1 Financing of Enterprise – Meaning, Need, Sources and Structure of Financial Planning
- 4.2 Legal aspects – Identifying Legal Constraints, Handling Legal Issues
- 4.3 Institutions assisting Enterprise
 - 4.3.1 Need for Institutional Finance
 - 4.3.2 National level and State level Institutions – IFCI, ICICI, IDBI, SIDBI, SFC, SIPCOT, SIDCO
 - 4.3.3 Lease Financing and Venture Capital

Unit 5

Selection of Form of Business Ownership

(10 hrs.)

- 5.1 Choice of Organization - Meaning, Importance of Choosing the Form of Organization and Functions
- 5.2 Factors Determining the Choice of Ownership
- 5.3 E-Commerce and Small Enterprises
- 5.4 Role of Central and State Government in promoting Entrepreneurship – Incentives, Subsidies and Grants offered by Central and State Government

BOOK FOR STUDY

Course Texts S.S.Khanka. *Entrepreneurial Development*. New Delhi: S. Chand, 1997.

REFERENCES BOOKS

Balu, V. *Entrepreneurial Development*. Sri Venkateswara, 1998.

Charantimath. *Entrepreneurship development & Small business enterprise*. New Delhi: Pearson.

Gupta C.B. & Srinivasan N. P. *Entrepreneurial Development*. New Delhi: Sultan Chand, 1998.

Jayashree Suresh. *Entrepreneurial Development*. New Delhi: Margham, 1999.

JOURNALS

Journal of Business venturing

Journal of development entrepreneurship

Journal of entrepreneurship education

WEB RESOURCES

www.entrepreneur.com

www.businessesforsale.com

www.sba.gov

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins.

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)

Third Component:

List of Evaluation modes:

Seminar

Group Discussion

Assignments

Class Presentations

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)