

KLE Society's
Lingaraj College, Belagavi
(Autonomous)

Department of **B.B.A**

B.B.A. : V Semester

Entrepreneurship Development
(w.e.f. 2018-19 onwards)

Teaching hours per week – 04 :	Maximum Marks	:	100 Marks
	Semester End Examination	:	70 Marks
	Internal Assessment	:	30 Marks

Course Outcome:

At the end of this course students will be able to:

1. Have the ability to determine distinct entrepreneurial qualities, skillsets and also helps the participants in learning basic fundamentals of decision making towards establishing enterprises in real life situations.
2. Understand the systematic process to select and screen a business idea.
3. Develop entrepreneurial ability by providing background information about support system, financial and risk covering institutions and government support for building an enterprise.
4. Know the parameters to assess opportunities for setting up a Small Industry and Managing Business successfully.
5. Design the required strategies for successful implementation of ideas and business development activities.
6. Stay focused on executing action plans to reach set objectives, within defined timelines and also fulfills the understanding of business registration requirement.

Syllabus

UNITS	Syllabus	HOURS
Module I: Perspective of Entrepreneurship	<ul style="list-style-type: none">● Concepts and Overview of Entrepreneurship● Factors Affecting Entrepreneurial Growth,● Entrepreneurial Motivation,● Entrepreneurial Competencies and Qualities● Entrepreneurial decision process● Entrepreneurship- Women Entrepreneurship, Rural Entrepreneurship, Social entrepreneurship● Family Business in India	8
Module II: Start-Up – Business Opportunity	<ul style="list-style-type: none">● Micro and Small Enterprises: An Introductory Framework,● Opportunities and identification of project	10

identification	<ul style="list-style-type: none"> ● Ownership Structures ● Project Appraisal, ● Financing of Enterprise, 	
Module III: Institutional Support for Entrepreneurship	<ul style="list-style-type: none"> ● Institutional Finance to Entrepreneurs, ● Lease Financing and Hire-Purchase, ● Institutional Support to Entrepreneurs (DIC, CEDOK, MSME, KSSIDC, MIDC, KVIC, KSFC, CC, EDI, Municipal Corporation, Labour Office, ESI) ● Taxation Benefits to Small-Scale Industry, ● Government Policy for Small-Scale Enterprises ● Startup India, Make in India, <i>Stand-Up India</i>, Atmanirbhar Bharat Abhiyan' or 'Self-Reliant India Mission. 	12
Module IV: Setting up a Small Industry - Managing Business successfully	<ul style="list-style-type: none"> ● Fundamentals of Management, ● Accounting for Small Enterprises, ● Working Capital Management, ● Break – Even Analysis ● Inventory Management, ● Production and Operation Management, ● Marketing Management - Selling and Sales promotion, Giving credit to customers ● Human Resource Management, ● Total Quality Management (TQM) for Small Enterprises 	12
Module V: Business Development	<ul style="list-style-type: none"> ● Intellectual property rights (IPR) and MSME: Patents, Copyrights, Trademarks, ● Growth Strategies in Small Business, ● Sickness in Small Business, ● Small Enterprises in International Business, ● Export Documents and Procedure for Small Enterprises ● Role of E-commerce in Business ● Corporate social responsibility 	10
Module VI: Business Plan Development	<ul style="list-style-type: none"> ● Formulation of PPR ● Detail Business plan 	8

TEXT/ REFERENCE BOOKS:

1. Handbook for New Entrepreneurs – P.C. Jain
2. Entrepreneurship- New venture Creation - David Halt
3. Entrepreneurship Development – Dr. S S Kanaka

4. Dynamics of Entrepreneurial development and Management – Vasant Desai
5. Essentials of Entrepreneurship and Small Business management (5/ed.): Thomas W. Zimmerer, and Norman M. Scarborough. PHI

ONLINE RESOURCES

1. <http://ediindia.ac.in/e-policy/> [Entrepreneurial Policy India]
2. http://en.wikipedia.org/wiki/List_of_venture_capital_companies_in_India [Venture Capital]
3. indiavca.org/venture-capital-in-india.html [Venture Capital]
4. www.indianangelnetwork.com/ [Angel Investing]
5. www.startbizindia.in/angel_investors_india.php [ANGEL INVESTING]
6. <http://www.mensxp.com/work-life/entrepreneurship/21253-51-most-successful-entrepreneurs-ofindia-p1.html> [Successful Entrepreneurs]
7. economictimes.indiatimes.com/...of...entrepreneurs/.../20912945.cms [Leadership]
8. <http://edition.cnn.com/2013/06/25/tech/innovation/frugal-innovation-india-inventors/> [Innovation]
9. www.bplans.com/ [BUSINESS PLAN]
10. www.entrepreneur.com/businessplan [BUSINESS PLAN]