

SHHS2003 ENTREPRENEURSHIP DEVELOPMENT (2-0-0)

Course Objectives:

1. To develop a knowledge on basic concepts of entrepreneurship.
2. To develop a knowledge on affecting parameters of entrepreneurship and its policies.
3. To create a knowledge on preparation of entrepreneurship methodology.
4. To get a knowledge on applications of entrepreneurship.
5. To know about effective management of entrepreneurship in small scale Industries.

Module - I:

Entrepreneurship: Concept of Entrepreneurship and intrapreneurship, Types of Entrepreneur, Nature and Importance, Entrepreneurial Motivation and Achievement, Entrepreneurial Personality & Traits and Entrepreneurial Skills.

Module - II:

Entrepreneurial Environment, Identification of Opportunities, Converting Business opportunities into reality. Start-ups and business incubation, Skill Development. Setting up a Small Enterprise. Issues relating to location, Environmental Problems and Industrial Policies and Regulations.

Module - III:

Basics of Accounting, Terms: Assets, Liabilities, Equity, Revenue, Expense, Working capital, Marketing Mix and STPHRM: Concepts and Function, Labour Laws- Factories Act, Organizational support services – Central and State Government, Incentives and Subsidies.

Module - IV:

Sickness of Small-Scale Industries, Causes and symptoms of sickness, cures of sickness, Role of Banks and Government in reviving sick industries.

Course Outcomes:

At the end of the course the student will be able to:

- CO1:** Apply the knowledge of entrepreneurship qualities and skills to startup a business.
- CO2:** Apply the knowledge of entrepreneurship policies to startup a business.
- CO3:** Prepare a feasibility report and evaluation criteria for an entrepreneurship.
- CO4:** Analyze marketing strategies of entrepreneurship.
- CO5:** Apply preventive measures to be followed for effective management of entrepreneurship.

Recommended Books:

1. Entrepreneurship Development and Management, Vasant Desai, HPH
2. Entrepreneurship Management, Bholanath Dutta, Excel Books
3. Entrepreneurial Development, Sangeeta Sharma, PHI
4. Entrepreneurship, Rajeev Roy, Oxford University Press