

Course Number and Name												
BBA002 & Entrepreneurship Development												
Credits and Contact Hours												
3 & 45												
Course Coordinator's Name												
Dr.R.Ramamorthy												
Text Books and References												
Text Books:												
1. S.S.Khanka, "Entrepreneurial Development", S. Chand & Co. Ltd., Ram Nagar, New Delhi, 1999.												
2. Hisrich RD and Peters MP, "Entrepreneurship", 5 th Edition, Tata McGraw Hill, 2002.												
References:												
1. Rabindra Kanungo, "Entrepreneurship and Innovation", Sage Publications, New Delhi												
2. ED II. Faculty & External Experts-A Hand book for New Entrepreneurs Publishers: Entrepreneurial Development, Institute of India, and Ahmedabad, 1986												
Course Description												
<ul style="list-style-type: none"> To learn about types of entrepreneurship. To study about major motivation methods. To study about government policies for small scale industries 												
Prerequisites						Co-requisites						
Professional Courses						Nil						
required, elective, or selected elective (as per Table 5-1)												
Required												
Course Outcomes (COs)												
CO1: To learn the difference between entrepreneur and intreprenuer.												
CO2: To learn about entrepreneurship development programs.												
CO3: To study about economic feasibility methods												
CO4: To learn about taxation.												
CO5: To study about corrective measures methods.												
CO6: To know about the Factors Affecting Entrepreneurial Growth												
Student Outcomes (SOs) from Criterion 3 covered by this Course												
COs/SOs	a	b	c	d	e	f	g	h	i	j	k	L
CO1	H		M			H		M				
CO2				M			H			M		
CO3												H
CO4					H						M	
CO5		H							M			
CO6				M		H				H		M
List of Topics Covered												

UNIT I	ENTREPRENEURSHIP	8
<p>Entrepreneur- Types of Entrepreneurs - Difference Between Entrepreneur and I nterpreneur- Role of Entrepreneurship in Economic Growth- Women and Rural Entrepreneurship - Factors Affecting Entrepreneurial Growth.</p>		
UNIT II	MOTIVATION	8
<p>Major Motives Influencing Entrepreneur – Achievement Motivation Training, Self Rating – Business Game – Thematic Apperception Test – Stress Management – Entrepreneurship Development Programs – Need, Objectives.</p>		
UNIT III	BUSINESS	9
<p>Small Enterprise – Definition, Classification – Characteristics- Ownership Structure – Project Formulation – Steps Involved in Setting up a Business – Identifying, Selecting a Good Business Opportunity- Market Survey and Research, Techno Economic Feasibility Assessment – Preparation of Preliminary Project Reports- Project Appraisal- Sources of Information- Classification of Needs and Agencies.</p>		
UNIT IV	FINANCING AND ACCOUNTING	10
<p>Need – Sources of Finance- Terms Loans, Capital Structure- Financial Institutions, Management of Working Capital, Costing, Break Even Analysis, Network Analysis Techniques of PERT/ CPM –Taxation – Income Tax – Excise Duty – Sales Tax.</p>		
UNIT V	SUPPORT TO ENTREPRENEURS	10
<p>Sickness in Small Business- Concept, Magnitude, Causes and Consequences, Corrective Measures- Government Policy for Small Scale Enterprises- Growth Strategies in Small Industry – Expansion- Diversification, Joint Venture, Merger, Sub Contracting.</p>		