

ENTREPRENEURSHIP DEVELOPMENT SKILLS								
Code	Category	Periods			Sessional Marks	End Exam Marks	Total Marks	Credits
		L	T	P				
MEC 421	OE	2	1	0	40	60	100	3

**Prerequisite: Nil**

**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.

**Course Outcomes:** At the end of the course the student will be able to:

<b>CO-1</b>	<b>Apply</b> the knowledge of entrepreneurship qualities and skills to startup a business.
<b>CO-2</b>	<b>Apply</b> the knowledge of entrepreneurship policies to startup a business.
<b>CO-3</b>	<b>Prepare</b> a feasibility report and evaluation criteria for an entrepreneurship.
<b>CO-4</b>	<b>Analyze</b> marketing strategies of entrepreneurship.
<b>CO-5</b>	<b>Apply</b> preventive measures to be followed for effective management of entrepreneurship.

PO \ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO-1	1	1				1	1	1	1	2	2	1
CO-2	1	1				1	1	1	1	2	1	1
CO-3	1	2	1			1	1		1	2	1	1
CO-4	1	2				1	1		1	2	2	1
CO-5	1	1				1	1	1	1	2	2	1

CO- Course Outcome; PO- Program Outcome; PSO-Program Specific Outcome; Level- 1: Low, 2: Medium, 3: High

<b>SYLLABUS</b>	
<b>UNIT - I</b>	<b>Periods: 6L+3T=9</b>
<b>ENTREPRENEURIAL COMPETENCE</b>	
Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful, Entrepreneur – Knowledge and Skills of Entrepreneur.	
<b>UNIT - II</b>	<b>Periods: 6L+3T=9</b>
<b>ENTREPRENEURIAL ENVIRONMENT</b>	
Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations - International Business.	
<b>UNIT - III</b>	<b>Periods: 6L+3T=9</b>
<b>BUSINESS PLAN PREPARATION</b>	
Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital - Budgeting Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.	
<b>UNIT - IV</b>	<b>Periods: 6L+3T=9</b>
<b>LAUNCHING OF SMALL BUSINESS</b>	
Finance and Human Resource Mobilization Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, IT startups.	
<b>UNIT - V</b>	<b>Periods: 6L+3T=9</b>
<b>MANAGEMENT OF SMALL BUSINESS</b>	
Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business.	
<b>TEXT BOOKS:</b>	
1.	“Management and Entrepreneurship”- NVR Naidu& T. Krishna Rao, I K Publishing
2.	“Dynamics of Entrepreneurial Development & Management”- Vasant Desai, Himalaya Publishing House.
3.	“Entrepreneurship Development”,-Poornima M. Charantimath, Small Business
4.	“Entrepreneurship Development”,- S. S. Khanka S. Chand & Co.
<b>REFERENCE BOOKS:</b>	
1.	Entrepreneurship: New Venture Creation - David H. Holt
2.	The Culture of Entrepreneurship - Brigitte Berger
3.	Project Management - K. Nagarajan
4.	Entrepreneurship Development - Dr. P.C.Shejwalkar
<b>WEB RESOURCES:</b>	
1.	<a href="http://nptel.ac.in/courses.php">http://nptel.ac.in/courses.php</a>