



**SEMESTER IV (Four)**

**CODE4MS04EDD1**

**Name of Subject** Entrepreneurship Development

**Teaching & Evaluation Scheme**

Teaching Hours / Week				Evaluation Scheme (Marks)		
Th	Tu	P	Total	Sessional Exam	University Exam	Total
04	0	0	04	30	70	100

### Objectives

- The objective of this course is to make the students acquainted to Entrepreneurship, and to develop in them the quality for Innovative entrepreneurs

### Prerequisite

- Basic Understanding of Management and Business

### Course outline

Sr. No.	Course Contents	Number of Hours
1	Entrepreneurial Management Concept of Entrepreneur, and Entrepreneurship, Characteristics of entrepreneurial management, Functions, Importance, Time Management, Talent Management	12
2	Marketing Management of Small And Medium Business Management of Marketing of small and medium business i.e. Application of Creativity, Business vision and Relationship marketing (Networking Skill), Marketing Process: Identifying customer wants, Product planning and development, pricing, developing a sound marketing strategy.	12
3	Financial Management of Small And Medium Business Raising of Funds: Internal and External sources, Capital Structure Brief View, Capitalization Brief View, Institutional framework to finance, Working Capital : Concept, Operating Cycle. Profitability Analysis: Major Profitability Ratios in terms of Sales and in terms of Investments, Profit Planning/Profit	12
4	Cost Management Cost Records, Simplified Cost Accounting system for Small and Medium Business, Project Cost and Product Costs, The concept of Cost Reduction and Cost Control, Areas and Methods and Significance	12
5	Entrepreneurship Development Programme (EDPs) Meaning and Objectives, The Indian EDP Model, EDP Phases, Evaluation of EDP, Role, Relevance and Achievement of EDP, Role of Government in organizing EDPs: Establishing Specialized Institutions at National Level, District Industries Centers, Introduction of Entrepreneurship Courses, Financial support provided by the	12

	Government, Development Banks and Nationalized Public Sector Banks, Funding support by the Government and Development Bankers to conduct seminars/workshops and Industrial Potential Survey, Institutional support system for Entrepreneurial Development and Need for Institutional support	
<b>Total Hours</b>		<b>60</b>

## Learning Outcomes

**Theoretical Outcome** To make students aware of Basic Entrepreneurship Knowledge

**Practical Outcome** Basic knowledge is required as regards to understand the entrepreneurship and the skill required for the same

## Teaching – Learning Methodology

- Lectures
- Assignments
- Presentations
- Case Studies
- Projects

## Recommended Books

1. 'Fundamentals of Entrepreneurship and Small Business Management', Vasant Desai, Himalaya Publishing House.
2. 'Entrepreneurship Development', Tata McGraw Hill Publishing Company Ltd.
3. 'Entrepreneurial Development', Dr. S.S. Khanka, S. Chand, New Delhi

## E-Resources

1. <http://www.hbs.edu/entrepreneurship/resources/>
2. <http://www.entrepreneurship.org/Resource-Center.aspx>
3. <http://www.prenhall.com/scarbzim/html/resource.html>