

Entrepreneurship

THEORY : Total marks:70

Unit I: Entrepreneurial Opportunities and Enterprise Creation 20 Marks

- * Sensing Entrepreneurial Opportunities
- * Environment Scanning
- * Market Assessment
- * Identification of Entrepreneurial Opportunities
- * Selection of an Enterprise
- * Steps in setting up of an Enterprise

Unit II: Enterprise Planning and Resourcing 20 Marks

- * Business Planning – Preparation of a Project Report
- * Resource Assessment –Financial and Non – Financial
- * Fixed and Working Capital Requirement, Funds, Flows, Profit Ratios, Break Even Analysis etc.
- * Mobilising Resources – Sources and Means of Fund, Facilities and Technologies for starting an Enterprise.
- * Organising/Production of goods and services – quality, quantity and flow of inputs.

Unit III: Enterprise Management 30 Marks

(a) General management: Basic Management functions.

(b) Managing Market: Meaning, Functions of Marketing, Marketing Mix:

- * Product
- * Price
- * Place
- * Promotion (advertising and sales promotion)

(c) Managing Finance – Sources of Long Term and Short Term Finances

- * Determination of Cost, Income, Calculation of Profit/Loss.

(d) Managing Growth and Sustenance –Affecting Change, Modernisation, Expansion, Diversification and Substitution.

(e) Entrepreneurial Discipline – Laws of Land, Ecology, Consumer's Concept, Adherence to Contract and Credits.

PRACTICAL

Introduction:

The main objective of the course in Entrepreneurship is to generate in the students initiative, selfreliance and enthusiasm so as to empower them to become entrepreneurs both in spirit and

performance.

A number of skills such as observation, evaluation, communication, resource mobilization and management, risk assessment ,team building etc. are also to be developed in the students.

Leadership qualities, sensitivity to business ethics and adherence to a positive value system are the core issues that

the course highlights while presenting different concepts related to entrepreneurship.

Such a course should necessarily have a strong experiential component in the form of practical work. The objectives of the practical work are:

1 To introduce the students to the world of business by developing in them the core skills and competencies required for an entrepreneur.

2. To develop in the students qualities such as leadership, self-confidence, initiative, facing uncertainties, commitment, creativity, people and team building, integrity and reliability.

3. To enable the students to acquire the skills and knowledge needed for conducting surveys, collecting, recording and interpreting data and preparing simple estimates of demand for products and services.

4. To guide the students to prepare a Project Report.

5. To equip the students with knowledge and skills needed to plan and manage an enterprise through case studies conducted and recorded by the students in different fields such as resource assessment, market dynamics, finance management, cost determination, calculation of profit and loss etc.

6. To instill in the students important values and entrepreneurial discipline.