ST.JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

I SEMESTER **LIFE SKILL COURSE** TIME: 2HRS/WEEK

ED 1001 (2) **ENTREPRENEURSHIP DEVELOPMENT** MAX.MARKS: 50

w.e.f.2020-21-‘20AH’’ Batch **SYLLABUS**

**COURSE OBJECTIVE**: A Generic Course that is intended to inculcate an integrated personal Life Skill to the student.

## LEARNING OUTCOMES:

After successful completion of the course the student will be able to:

* Understand the concept of Entrepreneurship, its applications and scope.
* Know various types of financial institutions that help the business at Central, State andLocal Level
* Understand Central and State Government policies, Aware of various taxincentives, concessions
* Applies the knowledge for generating a broad idea for a starting an enterprise/startup
* Understand the content for preparing a Project Report for a start up and differentiate between financial, technical analysis and business feasibility.

**UNIT- I: ENTREPRENEURSHIP:** Definition and Concept of entrepreneurship - Entrepreneur Characteristics - Classification of Entrepreneurs –Role of Entrepreneurship in Economic Development–Start-ups.

**UNIT- II: IDEA GENERATION AND PROJECT FORMULATION:** Ideas in Entrepreneurships – Sources of New Ideas – Techniques for Generating Ideas – Preparation of Project Report –Contents; Guidelines for Report preparation – Project Appraisal Techniques –Economic Analysis-Financial Analysis-Market Analysis.

**UNIT- III: INSTITUTIONS SUPPORTING AND TAXATION BENEFITS:** Central level Institutions: NABARD; SIDBI,– State Level Institutions –DICs – SFC - Government Policy for MSMEs - Tax Incentives and Concessions.

## REFERENCE BOOKS:

* 1. Arya Kumar, Entrepreneurship, Pearson,Delhi
  2. Poornima MCH, Entrepreneurship Development –Small Business Enterprises, Pearson,Delhi
  3. Sangeetha Sharma, Entrepreneurship Development, PHILearning
  4. Kanishka Bedi, Management and Entrepreneurship, Oxford University Press,Delhi
  5. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, New Delhi
  6. Khanka, SS, Entrepreneurship Development, S. Chand, New Delhi
  7. Peter F. Drucker, Innovation and Entrepreneurship
  8. A.Sahay, M. S. Chhikara, New Vistas of Entrepreneurship: Challenges&Opportunities
  9. Dr B E V L Naidu, Entrepreneurship. Seven Hills Publishers

**SUGGESTED CO-CURRICULAR ACTIVITIES(As far as possible):**

1. GroupDiscussion
2. Debate
3. Seminar
4. Visit to an SSI and preparing of an outlineReport
5. Invited Lecture by a Bank Employee on the Bank Support to a StartUp.
6. Chart showing tax concessions to SSI, MSME both direct andindirect.

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## Model Question Paper Format

Time: 1 1/2 hrs (90 Minutes)

Max. Marks: 50Time: 1 1/2 hrs (90 Minutes

**Section -A**(Total: 4x5=20 Marks)

(Answer any **four questions**. Each answer carries **5 marks**

(Total 8 questions. At least 1 question should be given from each Unit)

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| 1. |
| 2. |
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**Section- B**(Total: 3x10 = 30 Marks) (Answer any **three questions**. Each answer carries **10 marks**

(Total five questions. At least 1 question should be given from each Unit)

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| 1. |
| 2. |
| 3. |
| 4. |
| 5. |

## Subject Committee Members

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## Vetted by:

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