

**ENTREPRENEURSHIP DEVELOPMENT & VENTURE CREATION**

**Open Elective-I**

<b>CourseCode</b>	23HS1501	<b>Year</b>	III	<b>Semester</b>	I
<b>Course Category</b>	Open Elective - 1	<b>Offering Branch</b>	ME	<b>CourseType</b>	Theory
<b>Credits</b>	3	<b>L-T-P</b>	3-0-0	<b>Prerequisites</b>	Nil
<b>Continuous Internal Evaluation</b>	30	<b>Semester End Evaluation</b>	70	<b>TotalMarks</b>	100

<b>Course Outcomes</b>		
Upon successful completion of the course, the student will be able to		<b>Level</b>
<b>CO1</b>	Understand the different basic concepts related to Entrepreneurship.	L2
<b>CO2</b>	Explain about concepts related to Entrepreneurial environment and Industrial policies.	L2
<b>CO3</b>	Illustrate the concepts of business plan preparation	L3
<b>CO4</b>	Elucidate the concepts related to launching of small business	L3

<b>Contribution of Course Outcomes towards achievement of Program Outcomes &amp; Strength of correlations(H:High (3), M:Medium (2), L:Low (1))</b>													
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2
<b>CO1</b>	1					3	3	3		3		2	3
<b>CO2</b>	1					3	3	3		3		2	3
<b>CO3</b>	1					3	3	3		3		2	3
<b>CO4</b>	1					3	3	3		3		2	3

SYLLABUS		
UNIT	Content	MappedCO
I	<b>ENTREPRENEURIAL COMPETENCE:</b> Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful, Entrepreneur – Knowledge and Skills of Entrepreneur.	CO1
II	<b>ENTREPRENEURIAL ENVIRONMENT</b> Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organizational Services.	CO1, CO2
III	<b>INDUSTRIAL POLACIES</b> Central and State Government Industrial Policies and Regulations - International Business.	CO1, CO2
IV	<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.	CO1, CO3
V	<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. Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business.	CO1, CO4

Learning Recourse(s)
<b>Text Book(s)</b>
1. Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2001. 2. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2001
<b>Referencebooks</b>
1. Mathew Manimala, Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra ,2nd Edition ,2005 2. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 1996. 3. .P.Saravanavel, Entrepreneurial Development, Ess Pee kay Publishing House, Chennai – 1997. 4. Arya Kumar. Entrepreneurship. Pearson. 2012 5. Donald F Kuratko, T.V Rao. Entrepreneurship: A South Asian perspective. Cengage Learning. 2012