

3007 - ENTREPRENEURSHIP DEVELOPMENT									
Teaching Schedule Per Week			Progressive Assessment	Examination Schedule (Marks)					
Lectures	Practical	Credits		Theory			Practical Ex.		Total
3	-	3	25	3Hrs.	100	-	-	-	125
Pre-requisite		Source	Semester	Theory	Test	Total	TW	PR	Gr Total
Nil		MCL		75	25	100	-	-	100

Updated on 8/8/2000

RATIONALE: - Since long, entrepreneurship has been recognised as an essential ingredient of economic development. Concept of entrepreneurship has varied from time to time to suit the changing ethos of socio-economic reality. This course is kept at third level and it brings to the student an awareness of common characteristics such as perception of economic opportunity, technical and organisational skills, managerial competence, and motivation to achieve results.

COURSE CONTENTS		Hrs	Mks
1. ENTREPRENEUR		05	12
What is entrepreneurship? Define an entrepreneur, qualities and functions of entrepreneur, risks and rewards of an entrepreneur.			
2. SMALL SCALE INDUSTRY		08	20
Define the small -scale industry. Understand the scope of small- scale industry and auxiliary units. Describe the growth of SSI in terms of: - Production, exports, industrial estates, hire purchase, employment since 1970.			
Understand basic managerial functions: -Planning, organising, controlling, motivation, decision-making.			
3. AGENCIES FOR PROMOTION AND DEVELOPMENT		05	12
Organisations assisting entrepreneurship. Central Government. Agencies -Small Scale Industries Board, Small Industries Development Organisation, Small Industries Service Institutes, National Small Industries Corporation, Small Industries Extension Training Institute. State Government Agencies -State Directorate of Industries, District Industries Centres, State Corporation. Other Institutions -Merchant Banking, Development Banking.			
4. MARKET SURVEY		08	16
Definition of Demand; Factors affecting Demand; Law of Demand; Demand Curves. Definition of supply; Factors affecting supply; Law of supply; Supply curves; Pricing Policy. Methods of pricing: -Skimming, trial & error, test, penetration and stabilising, follow the market, leader, single and variable. Market segmentation.			
5. AN INDUSTRIAL UNIT		5	8
Understand the evaluation and selection of business opportunity; List the evaluation of selection of an SSI.; Understand procedures and formalities for setting up a SSI. Prepare the contact list for successful setting up of an industry.			
6. PROJECT REPORT		12	20
Need for project report; Importance of project report; Scope of project report: - Economic aspects, technical aspects, financial aspects, managerial aspects, production aspects; List the contents of a project report. Proforma of a project report, which includes -Introduction, scheme, profitability and projections, infrastructure, break even point, names and addresses of suppliers, remarks. Project profile. Project appraisal criteria -Technical feasibility, financial feasibility, economic			

viability, commercial viability, managerial competency, political and labour considerations.		
7. SALES TECHNIQUES	05	12
Understand the concept of sales. Understand selling method and promotion techniques. Explain different selling methods. Knowledge of advertising and propaganda. Identify appropriate channels of distribution.		
Total	48	100

TERM-WORK

Term work shall consist of a project report.

REFERENCE BOOKS

1. Entrepreneurial Development, S.S. Khanka
2. Entrepreneurial Development, C.B. Gupta & N. P. Srinivasan, Sultan Chand & sons.
3. Entrepreneurial Management, Dr. R.R. Khan.
4. Dynamics of Entrepreneurship Development and Management Vasant Desai, Himalaya Publishing House.
5. Entrepreneurial Development by S. S. Khurana, S. Chand & Company Ltd.

