

# Veer Narmad South Gujarat University

## Entrepreneurship Development I

T.Y. B.B.A., Semester V

Effective from June 2013

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### **OBJECTIVES: -**

- To make the students understand qualities of an entrepreneur.
- To make the students aware about the related aspects of entrepreneurship, including project appraisal, analysis and management of a project.

**PAGOGIC TOOLS:** -Lectures, Case study, Presentation, Group Discussion, Seminars, Biography of corporate leaders..

### **COURSE CONTENT :-** Topics with Weightage

#### **CONCEPTUAL FRAMEWORK**

**(20%)**

- Definition, functions and qualities of entrepreneur
- Difference between entrepreneur and manager
- Definition of entrepreneurship and barriers
- Types of Entrepreneurs
- Development of entrepreneurship
- Rural entrepreneurship
- Concepts of Women Entrepreneurship
- Institutes in aid of Entrepreneurship (CED , EDI I, NIESBUD,STEPS,SIDBI)

#### **II MOTIVATING THE ENTREPRENEUR**

**(10%)**

- Definition and process of motivation
- Implication of Maslow's and McClelland's theory
- Motivating factors
- Concept of Entrepreneurial mobility
- Concept of Entrepreneurial Competencies
- Integrated Contextual model of factors influencing emergence of entrepreneurship

#### **III CONCEPT OF MSME**

**(10%)**

- Concept and Definition
- Registration procedure
- Whom to approach for what - organizations for assistance under MSME sector

#### **IV SICKNESS IN ENTERPRISES**

**(10%)**

- Warning signals and remedies required
- Rehabilitation of sick projects
- Definition of sick units and causes
- Rehabilitation Institutions for sick projects

(Presentations, Case studies, Discussion, Guest interactions)

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**Text and Reference books/Journals :-**

- 1) Dynamics of Entrepreneurship development – Vasant Desai  
(Himalaya Publishing House) IV Edi 2007
  - 2) Entrepreneurial Development - S.S.Khanka (S.Chand & Co) III Edi. 2007
  - 3) Essentials of Business Environment – K. Aswathappa (Himalaya Publishing House)
  - 4) Project Planning to Implementation – Prasanna Chandra TMH Publishing 6<sup>th</sup> Edi
  - 5) Essentials of entrepreneurship and small business management, Thomas Zimmerer.  
Norman Scarborough, Prentice Hall of India
  - 6) Business Maharajas , Gita Piramal, PenguinBook
  - 7) Business Legends , Gita Piramal, PenguinBook
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