

**V. S. M. COLLEGE(A) : : RAMACHANDRAPURAM
II MBA (III Semester)– SYLLABUS**

**Paper I: ENTREPRENEURSHIP
w.e.f:2019–20 Admitted Batch
CODE: PG1934115**

Hours	:75hrs. (4hrs per Week)
Number of Credits	: 4
Max. Marks	: 100 Marks (75 marks SEE and 25 marks CIA)
TIME	: 3hrs

ENTREPRENEURSHIP

Objective: The objective of this course is to expose the students to the subject of entrepreneurship and small business management, so as to prepare them to establish and a new enterprise and effectively manage the same.

Learning Outcomes:

1. Understand different methods to assess the attractiveness of business opportunities.
2. Understand what characterizes an attractive business opportunity and common pitfalls during the entrepreneurial process.
3. Understand the key risks and the most effective processes in bringing different types of products or services to market.
4. Able to detect weaknesses and strengths within a business opportunity, and give suggestions of how to improve these weaknesses and utilize these strengths.

Unit – I: Entrepreneurship: Importance, Characteristics and Qualities of Entrepreneurship; Entrepreneurial; **Role of Entrepreneurship**, Ethics and Social Responsibilities.

Unit – II: **Role of Government; Role of IDBI, NIESBUD, SISI, DIC Financial Institutions, Entrepreneurial Development Institutes, Entrepreneurial Development Programme.**

Unit – III: **Training: Designing Appropriate Training Programme to Inculcate Entrepreneurial Spirit**, Training for New and Existing Entrepreneurs, Feedback and Performance of Trainees.

Unit – IV: Women Entrepreneurship – Role & Importance, Profile Women Entrepreneur, Problems of Women Entrepreneurs, Women Entrepreneurship Development in India.

Unit – V: **Creativity and Entrepreneurship Sources and Methods of Ideas Planning and Development of Programmes E-Business Ventures; New Venture Management.**

(Case Studies are Compulsory)

Suggested Books:

1. NVR Naidu and T. Krishna Rao, Management and Entrepreneurship, IK Int Pub House, New Delhi
2. S Anil Kumar, Small Business and Entrepreneurship, IK Int Pub House, New Delhi
3. Balraj Singh, Entrepreneurship Development, Wisdom, Delhi
4. Timmons and Spinelli, New Venture Creation: Entrepreneurship for 21st Century, TMH, ND
5. Tabarrok – Entrepreneurial Economics, Oxford University Press.
6. C.V. Bakshi, Entrepreneurship Development, Excel Publications.
7. Jain, Hand Book of Entrepreneurs, Oxford University Press.
8. Vasant Desai, Small Business in Entrepreneurship, Himalaya Publishing House.