

# Veer Narmad South Gujarat University

## Entrepreneurship Development

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

Effective from June 2012

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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

#### **PART – A ENTREPRENEURSHIP**

##### **I 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
- Special assistance to SC/S

##### **IV SICKNESS IN ENTERPRISES (10%)**

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

**V PROJECT MANAGEMENT (15%)**

- Project - Definition, meaning, characteristics, and types
- Project cycle/stages
  
- Sources and preliminary screening of project ideas, identification and formulation
  - Project design and Network Analysis (Gantt charts, CPM and PERT) (Numerical only on deterministic time estimates.)
- Project Report- General format (A) Scope(B) Feasibility report  
Setting (C) Contents (D) Performa

**VI PROJECT APPRAISAL (15%)  
(Definition, Meaning and scope)**

**(A) – MARKET ANALYSIS**

- Information required for market analysis
- Definition of situational analysis
- Sources of market information – primary & secondary
- Demand forecasting  
(Qualitative – Jury and Delphi)  
(Quantitative – Exponential and Leading Indicator)

**(B) – TECHNICAL ANALYSIS**

- Location and site
- Raw Materials
- Product technology
- Site preparation
- Project engineering
- Factors affecting manpower planning(MMP)

**VII FINANCIAL PROJECTIONS (10%)**

- Preparation of projected financial statements
- Projected fund flow and cash flow
- Debt service coverage ratio

**VIII FINANCING THE PROJECT (10%)**

- Types of financial assistance
- Procedure for project loan

(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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