

SKILL ENHANCEMENT COURSE (SEC-III)

Semester - III					
Course code:	ENTREPRENEURSHIP		T/P	C	H/ W
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Objectives	<ul style="list-style-type: none"> ➤ To enable the students to understand the concept of Entrepreneurship and to learn the professional behaviour about Entrepreneurship. ➤ To identify significant changes and trends which create new business opportunities? ➤ To analyse the institutional arrangement for potential business opportunities. ➤ To provide conceptual exposure on converting ideas to an women entrepreneurship 				
Unit -I	Entrepreneur – Meaning – Importance – Definition – Types – Functions – Qualities of an Entrepreneur – Entrepreneurship as a career.				
Unit-II	Business Promotion – Product selection – Form of ownership – Plant location – land, building, water and power, raw material, machinery, power and other infrastructural facilities– Licensing, registration and local bye laws.				
Unit- III	Institutional arrangements for entrepreneurship development – DIC, SIDCO, NSIC, SISI – Institutional finance to entrepreneurs – TIIC, SIDBI, Commercial banks – Incentives to small scale industries.				
Unit -IV	Project report – Meaning and importance – Project report – Format of a report (as per requirements of financial institutions) – Project appraisal – Market feasibility – Technical feasibility – Financial feasibility and economic feasibility – Break even analysis.				
Unit -V	Entrepreneurship development in India – Women entrepreneurship in India – Sickness in small scale industries and their remedial measures.				
Reference and Textbooks: -					
Entrepreneurship and Management of Small business – Centre for Entrepreneurship Development, Madurai					
Joseph Paul, N. Ajit kumar and T.Mampilly. <i>Entrepreneurship development</i> . Himalayan Publishing House.					
Khan, M.A. <i>Entrepreneurship Development Programmes in India</i> . Kanishka Publishing House, Delhi					
Saravanavel, P. (1997). <i>Entrepreneurial Development. Ess Pee kay Publishing House, Chennai</i> .					
Vasant Desai. <i>Dynamics of Entrepreneur Development and Management</i> . Himalayan Publishing House.					
Outcomes	After studied, the student will be able to <ul style="list-style-type: none"> ➤ To understand the significance of entrepreneurship and entrepreneur qualities. ➤ To know about the developing ideas and techniques of business. ➤ To understand about the procedures of startup. ➤ To identify the institutional support provided to entrepreneurs. ➤ To analyse the women entrepreneurship development 				