

**Name of the Course**  
**ENTREPRENEURSHIP DEVELOPMENT-III**  
**SYBA**

**SEMESTER-III**

**(Credit 4)**

Sr. No.	Heading	Particulars
1	<b>Description of the Course:</b>	<p>The modules are incorporated in this paper to educate the students about Entrepreneurship. It plays a crucial role in economic development by fostering innovation and creating job opportunities. Entrepreneurs, characterized by qualities such as risk-taking, leadership, and creativity, drive business growth. Various factors, including market conditions and government policies, influence entrepreneurship, while women entrepreneurs face unique challenges. Starting a new venture involves identifying, selecting, and formulating a project, followed by registering a small-scale industry. Entrepreneurs must prepare project reports and seek financial support from banks or investors. Understanding export documentation and recognizing constraints in global trade is vital for small enterprises.</p> <p>Small-scale industries (SSIs) contribute significantly to the economy but face challenges like inadequate funding and market competition. Conducting a SWOT analysis helps assess their strengths and weaknesses. Business structures such as sole proprietorships, partnerships, joint stock companies, and cooperatives have distinct features, advantages, and disadvantages. Effective management is essential for SSIs, covering production, operations, marketing, human resources, and financial management. Concepts like Total Quality Management (TQM) and Management Information Systems (MIS) enhance efficiency. Governments offer incentives, including financial aid and subsidies, to promote SSIs. Proper management and support help small businesses thrive in competitive markets.</p>
2	<b>Vertical:</b>	VSC (Vocational Skill Course)
3	<b>Type:</b>	Theory
4	<b>Credit:</b>	4 Credits
5	<b>Hours Allotted:</b>	60 Hours
6	<b>Marks Allotted:</b>	100 Marks
7	<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. This course is designed to encourage students to foresee themselves as potential entrepreneurs.</li> <li>2. It familiarizes students with the scope for case studies, Interviews of Entrepreneurs, Preparation of project report, group discussion, survey etc.</li> <li>3. The course tries to nurture the qualities of successful entrepreneurship.</li> <li>4. This course equips students with the knowledge about various processors to register for small scale industries which results in successful maintenance of such industries.</li> </ol>
8	<b>Course Outcomes</b>	<ol style="list-style-type: none"> <li>1. To explain the fundamental concepts of entrepreneurship, the characteristics of successful entrepreneurs, and their role in economic development.</li> <li>2. To understand the factors influencing entrepreneurship and assess the challenges faced by women entrepreneurs and the significance of small-scale industries in economic growth.</li> <li>3. To apply the knowledge of project identification, business registration, financial sources, and export procedures to formulate a small-scale business plan.</li> <li>4. To analyze and evaluate management strategies, including production, marketing, human resources, and financial management, to enhance the efficiency and sustainability of small-scale industries.</li> </ol>
9	<b>Module 1: Entrepreneurship</b>	<b>(15 Hours)</b>

- The concept of an entrepreneur and entrepreneurship
- Qualities of successful entrepreneurs
- Role and functions of entrepreneurs in economic development
- Factors influencing entrepreneurship
- Women entrepreneurship: Their achievements and Challenges before them

**Module 2: Starting a New Venture (15 Hours)**

- Project identification - selection and formulation
- Registration of small-scale industries - project report
- Sources of finance for a business
- Export documents and trends of small enterprises
- Major constraints in export performance.

**Module 3: Small-scale industries (15 Hours)**

- Meaning and scope of small-scale industries- the importance of small-scale industries
- Problems faced by small-scale industries
- SWOT analysis for small-scale industries
- Forms of business organizations: Sole proprietorship, Partnership, Joint-stock Company, and Co-operatives – Features, advantages & disadvantages.

**Module 4: Management and incentives for small-scale industries (15 Hours)**

- Fundamentals of management: production and operations management
- Working capital management, marketing management
- Human resource management- Total quality management
- Management information system- Incentives to small-scale industries

10	<b>Text Books</b>	
11	<b>REFERENCES:</b> <ol style="list-style-type: none"> <li>1. Barra G.S, Dangwal R.C., Entrepreneurship and Small Scale Industries New Potentials – Deep &amp; Publications 1999</li> <li>2. Desai Vasant, Dynamics of Entrepreneurial Development and Management, Himalaya Publication</li> <li>3. Khanka C.S., Entrepreneurial Development. S. Chand and Company</li> <li>4. Khushpat S. Jain, House Export Import Procedures and Documentation' Himalaya Publishing House</li> <li>5. Murthy C.S.V., Small Industries &amp; Entrepreneurship Development, Himalaya Publication</li> <li>6. Singh P.N. and Saboo J.C., Entrepreneurship Management, P.N. Singh Centre</li> </ol>	
12	<b>Internal Continuous Assessment: 40</b>	<b>60 marks Semester end Examination</b>
13	<b>Internal Assessment: 40 marks (Internal Assessment- without Practical Courses)</b>	

Sr. No.	Particular	Marks	
01	One periodical class test / online examination is to be conducted in the given semester	20 Marks	
02	One Project with a presentation based on curriculum to be assessed by the teacher concerned	10 Marks	
	Presentation		05 Marks
	Written Document		05 Marks
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	10 Marks	

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### Question Paper Pattern

**External Assessment 60 Marks**

**Marks: 60**

**Duration: 2 Hrs.**

Question No	Particular	Marks
Q-1	Attempt Any 2 out of 3 G. (Based on Unit I) H. (Based on Unit I) I. (Based on Unit I)	15 Marks
Q-2	Attempt Any 2 out of 3 G. (Based on Unit II) H. (Based on Unit II) I. (Based on Unit II)	15 Marks
Q-3	Attempt Any 2 out of 3 G. (Based on Unit III) H. (Based on Unit III) I. (Based on Unit III)	15 Marks
Q-4	Attempt Any 2 out of 3 G. (Based on Unit IV) H. (Based on Unit IV) I. (Based on Unit IV)	15 Marks