
SEMESTER IV

5 Papers**Total 100 x 5 = 500 Marks****I. SKILL ENHANCEMENT COURSE SEC 2:**

(Credits: Theory-02)

Marks : 75 (Project) + 25 (Viva) =100**Pass Marks ESE = 40*****Guidelines to Examiners for******End Semester Examination (ESE):****Evaluation of project dissertation work may be as per the following guidelines:*

Project model (if any) and the Project record notebook = 75 marks
Project presentation and viva-voce = 25 marks

Overall project dissertation may be evaluated under the following heads:

- *Motivation for the choice of topic*
- *Project dissertation design*
- *Methodology and Content depth*
- *Results and Discussion*
- *Future Scope & References*
- *Presentation style*
- *Viva-voce*

ENTREPRENEURSHIP**Theory: 30 Lectures**

Objective: *The purpose of the paper is to orient the learner towards entrepreneurship as a career option and creative thinking and behaviour for effectiveness at work and in life.*

Unit I

Meaning, elements, determinants and importance of entrepreneurship and creative Behaviour. Entrepreneurship and creative response to the society problems and at work. Dimensions of entrepreneurship :intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, entrepreneurship, ecopreneurship, and social entrepreneurship.

Lectures: 6**Unit II**

Entrepreneurship and Micro, Small and Medium Enterprises. Concept of business Groups and role of business houses and family business in India. The contemporary role Models in Indian business: their values, business philosophy and behavioural orientations. Conflict in family business and its resolution.

Lectures: 6**Unit III**

Public and private system of simulation, support and sustainability of entrepreneurship. Requirement, availability and access of finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneurship's associations and self-help groups. The concept, role and functions of business incubators, angle investors, venture capital and private equity fund.

Lectures: 6

Unit IV

Sources of business ideas and test of feasibility. Significance of writing the Business plan/ project proposal. Contents of business plan/ project proposal. Designing Business processes, location, layout, operation, planning and control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered). Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

Lectures: 6**Unit V**

Mobilising resources for start-up. Accommodation and utilities. Preliminary Contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems

Lectures: 6**Suggested Readings::**

- 1. Kuratko and Rao, entrepreneurship: A South Asian Perspective, Cengage Learning.
 - Desai, Vasant. Dynamic of Entrepreneurial Development of Management. Mumbai, Himalaya Publishing House.
 - Dollinger, Mare J. Entrepreneurship: Strategies and Resources. Illinious, Irwin.
 - Holt, David H. Entrepreneurship: New Venture Creation. Prentice-Hall India, New Delhi.
 - 5. Jain, Arun Kumar. Competitive Excellence: Critical Success Factors. New Delhi: Viva Books Limited. ISBN-81-7649-272-8.
 - Panda Shiba Charan. Entrepreneurship Development. New Delhi, Anmol Publication. (Latest Editions)
 - Plsek Paul. E , Creativity, Innovation and Quality. (Eastern Economic Edition), New Delhi: Prentice-Hall of India. ISBN-81-203-1690-8.
 - SIDBI Reports on Small Industries Sector.
 - Singh, Nagendra P. Emerging Trends in Entrepreneurship Development. New Delhi: ASEED
 - SS. Khanka, Entrepreneurial Development, S. Chand & Co. Delhi.
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