

COURSE TITLE : ENTREPRENEURSHIP DEVELOPMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
4	DSC	200 - 299	KU4DSCCOM209	4	60
Learning Approach (Hours/ Week)			Marks Distribution		
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total
4	-	-	30	70	100
					2

Course Description: This course intends to provide a basic understanding of Entrepreneurship. It explains the concept of Student entrepreneurship- concept and importance. Through this course student will be able understand the importance of entrepreneurs in the economic development of a nation. Students can identify the different types of entrepreneurs and strengthen their skill and quality as an entrepreneur. The course helps to understand the financial support or schemes of financial institutions for entrepreneurs to start new ventures.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the concept Entrepreneurship, features and importance	U
2	Enhance knowledge on entrepreneurial motivation, entrepreneurial competencies, institutional efforts and role of Government in developing entrepreneurship	E
3	Identify the factors affecting Entrepreneurial Growth	I
4	Analyze the Problems of MSMEs, Steps for starting SSIs/MSMEs and measures taken by the Government for the promotion of MSMEs	A
5	Apply the knowledge on financial support or schemes of financial institutions for entrepreneurs to start new ventures.	Ap

* *Understand (U), Apply (Ap), Analyse (A), Enhance (E), Identify(I)*

Mapping of Course Outcomes to PSO

	PSO1	PSO2	PSO3	PSO4	PSO 5
CO 1	3	2	2	-	2
CO 2	2	3			2
			3	1	
CO 3	-	2	2	3	1
CO 4	-	2	2	3	-
CO 5	2	2	1	2	3

COURSE CONTENTS

Contents for Classroom Transactions:

Module	Unit	Content	Hrs
I	Introduction to Entrepreneur and Entrepreneurship		12
	1	Meaning and Definition of Entrepreneur- Characteristics of an Entrepreneur- Definition of Entrepreneurship- Nature and Characteristics of Entrepreneurship	
	2	Entrepreneur vs Manager- Types of Entrepreneurship - Student entrepreneurship- concept and importance	
	3	Role of first generation entrepreneurs. Intrapreneur- Qualities of a Successful Entrepreneur- Innovations and entrepreneurship.	
II	Entrepreneurial Growth		12
	1	Factors affecting Entrepreneurial Growth - Barriers to entrepreneurship – Environmental - Barriers –Personal Barriers- Social Barriers - motives influencing entrepreneurs	
	2	Women Entrepreneurship- problems and challenges of women entrepreneurs-Remedies to solve the problems of women entrepreneurs -Assistance available to women entrepreneurs	
	3	Rural entrepreneurship- Social entrepreneurship -role of entrepreneur in Economic development	
	Entrepreneurial Motivation		12
	1	Motivating factors -Achievement Motivation -Entrepreneurial competencies – Meaning-Developing competencies-Types of Entrepreneurial competencies	

III	2	Institutional efforts and role of Government in developing entrepreneurship- Entrepreneurship Development Programme (EDP) - Need- Objectives-Course content and curriculum of EDP.	
	3	Phases of EDP, Stories of successful entrepreneurs. Loans and advances available for entrepreneurs -schemes of financial institutions- startups	
	4	Role of universities and colleges in developing entrepreneurship-Role of NGOs- entrepreneurial ecosystem in Kerala	
IV	Micro, Small & Medium Enterprises		12
	1	Micro, Small & Medium Enterprises- MSMED Act 2006 - Characteristics- Objectives-Advantages MSMEs- Disadvantages of MSMEs	
	2	Role and Importance of MSMEs in developing countries- Problems of MSMEs-Steps for starting SSIs/MSMEs	
	3	Measures taken by the Government for the promotion of MSMEs : Administrative framework, Policy instruments- Industrial Estates-Features and advantages of Industrial Estates	
	4	Entrepreneurship incubators- MSMEs- Incentives and subsidies- Advantages of incentives and subsidies-Need for incentives and subsidies	
V	Teacher Specific Module		12
	Conduct Class room presentations, discussions, conducting seminars on Startups in Kerala -Role of Kerala startup missions, Govt 's initiatives to boost startups. Visit nearest institutions of successful entrepreneur.		

Suggested Readings:

1. Desai, Vasant. Dynamics of Entrepreneurial Development and Management. Mumbai, Himalaya Publishing House.
2. Panda, Shiba Charan. Entrepreneurship Development. New Delhi, Anmol Publications
3. Entrepreneurship : R.V. Badi& N V Badi
4. Kao, John J. The Entrepreneurial Organization. Englewoods Cliffs, New Jersey: Prentice-Hall.
5. SIDBI Reports on Small Scale Industries Sector.
6. Singh, Nagendra P. Emerging Trends in Entrepreneurship Development. New Delhi: ASEED
7. Entrepreneurial Development : P. Saravanavel
8. Entrepreneurship Development : S.S. Khanka
9. Entrepreneurial Development :C. B Gupta and N.P Sreenivasan
10. A complete Guide to Successful Entrepreneurship; G.N. Pandey

11. Business and Society Davis Keith and Williams C. Fredarick
12. Entrepreneurship : Robert D Hisrich and Michael P Peters
13. MSME Act 2006

Assessment Rubrics:

Evaluation Type	Marks
End Semester Evaluation	70
Continuous Evaluation	30
a) Test Paper	6
b) Test Paper	6
c) Assignment	9
d) Seminar/Viva/Article or Book Review	9
Total	100