



Bachelor of Business Administration (B.B.A.)			Semester - IV
Course Title: Entrepreneurship Development	Course Code:		Type of Course: SEC
Credit: 02	Theory: 02 Hours	Practical: Nil	Teaching Hours:30
Internal Marks: 25	External Marks: 25	Total Marks: 50	External Exam Time: 01 Hour

COURSE OUTCOMES:

This course provides students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups, manage family-owned companies.

Pedagogy: Theory, Exercise

Unit - 1	Introduction to Entrepreneurship	Hours: 12
	Concept, Meaning and Definitions • Evolution • Features & Functions • John Kao's Model of Entrepreneurship • Franchising – Concept, Features and Types	
Unit – 2	Emergence of Entrepreneurial Class	Hours: 12
	Origin and progress of entrepreneurship in India-Causes of inadequate growth of entrepreneurship-suggestions to improve growth of entrepreneurship in India, Women Entrepreneurship.	
Unit - 3	Entrepreneurship Development Programme (EDPs)	Hours: 06
	Meaning and Objectives and Fundamental Facts • Evaluation of EDPs • Phases of EDPs • Role, relevance and achievements of EDP. • Funding support by Government	

REFERENCES

- Fundamentals of Entrepreneurship and Small Business Management, by Vasant Desai, Himalaya Publishing House.
- Entrepreneurship Development, Tata McGraw Hill Publishing Company Ltd.
- Entrepreneurial Development by Dr. S.S. Khanka, S. Chand, New Delhi
- Entrepreneurship and small business: Burns P. New Jersey: Palgrave.
- Entrepreneurship: Hisrich R and Peters M. New Delhi: Tata McGraw Hill.
- Entrepreneurship new venture creation: Hilt D H,. New Delhi: Prentice Hall of India.

Skill Development Activities:

- Be critical thinkers who are capable of identifying business opportunities by using cutting-edge analytical tools and problem-solving skills to start new businesses and implement processes to successfully operate these businesses.
- Become More Business Agile
- Ability to Recognize Opportunity
- Apply relevant financial principals to assess start-up capital needs.
- Start a successful business.