



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

DEPARTMENT OF BUSINESS ADMINISTRATION

VALUE ADDED COURSE – SYLLABUS 17VBABE- BASICS OF ENTREPRENEURSHIP

Paper-I- ENTREPRENEURSHIP

UNIT I	Introduction	4 Hours
Meaning of Entrepreneurship - characteristics, functions and types of Entrepreneur		
UNIT II	Growth	4 Hours
Factors affecting entrepreneur growth - economic – non-economic- Role of entrepreneurship in economic development.		
UNIT III	Development Programs	4 Hours
Entrepreneurship development programs - need - objectives – course contents - phases		
UNIT IV	Project Management	4 Hours
Project Management: Meaning of project - concepts - categories.		
UNIT V	Product Life Cycle	4 Hours
Project life cycle phases - characteristics of a project – Project Manager - role and responsibilities		
Total Hours		20 Hours

Paper-II- PROJECT REPORT AND INSTITUTIONS SUPPORTING ENTREPRENEURS

UNIT I	Introduction	4 Hours
Contents of a project report - Planning commission guidelines for formulating a project.		
UNIT II	Layout of Project Report	4 Hours
Specimen of a project report.		
UNIT III	Project Report Preparation	4 Hours
Identification of a real time project & Preparation of a Project report (Practical)		
UNIT IV	Project Report Presentation	4 Hours
Presentation of the Project Report.		
UNIT V	Institutional Supporting Entrepreneurs	4 Hours
Source of finance for a project – Institutions supporting Entrepreneurs		
Total Hours		20 Hours

TEXT BOOK:

1. Entrepreneurial Development: S.S.Khanka

Reference Books:

1. Entrepreneurial Development: C.B.Gupta & N.P. Srinivasan
2. Project Management: S.Choudhury
3. Project Management: Denis Lock

Course Outcome: On Completion of this course the students will be able to

1. Understand the basic development of entrepreneurship as a profession.
2. Understand business models and marketing strategies for small businesses.
3. Write a business plan describing capital resources of new business venture.



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