



KONGU ARTS AND SCIENCE COLLEGE
(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)
ERODE – 638 107

DEPARTMENT OF MANAGEMENT SCIENCE (PG)

20VMBSS - START UPS FOR SMALL BUSINESS

Paper 1 – START UPS FOR SMALL BUSINESS

Course Objective: The objective of the programme is to inculcate knowledge in establishing small business.

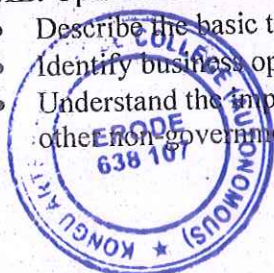
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|---|--------------------------------------|-----------------|
| UNIT I | Introduction | 4 Hours |
| Concept of Entrepreneurship, Myths of Entrepreneurship, Why Entrepreneurship? Entrepreneurial attributes and Characteristics, Intrapreneur, Social Entrepreneur, Serial Entrepreneur. | | |
| UNIT II | Business opportunity guidance | 4 Hours |
| Business opportunity identification, opportunities into ideas, creativity and innovation, Value analysis TOWS Analysis | | |
| UNIT III | Feasibility study | 4 Hours |
| Pre feasibility study, project profile preparation, feasibility report preparation and evaluation, operations planning, presenting a business plan. | | |
| UNIT IV | Business plan preparation | 4 Hours |
| Purpose of business plan, Benefits of a business plan, elements of the business plan, developing a well- conceived business plan, Guidelines to a write a business plan, Format of Business Plan. | | |
| UNIT V | Government support | 4 Hours |
| Central and state government industrial policies and regulations, National level organizations with reference to NEDB, SSIB, SIDBI, MUDRA and State level organizations with reference to TANSIDCO, TIIC, SFC, SIPCOT and DIC | | |
| Total Hours | | 20 Hours |

Reference Books

1. Charles Read, "A Guide for Small Businesses and Startups", 2nd edition, Wiley, 2019.
2. "Start your own business", Staff of entrepreneur media, 6 th edition 2015.
3. "Small business Management in 21st century", David Cadden, Sandra Leuder, Saylor Foundation Staff · 2013.

OUTCOME: Upon successful completion of the Course, the students will be able to:

- Describe the basic traits necessary for becoming an entrepreneur.
- Identify business opportunities and conduct a feasibility study.
- Understand the importance of a business plan and support provided by Government and other non governmental organizations.



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Paper II – SOFT SKILLS FOR ENTREPRENEURS

Course Objective: The objective of the programme is to inculcate the necessity of soft skills required for entrepreneurs.

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|---|-------------------------------|-----------------|
| UNIT I | Leadership | 4 Hours |
| The experience of leadership, Power and authority, Context and Situation, Motivation factors and Team dynamics, Decision-making and delegation. | | |
| UNIT II | Emotional intelligence | 4 Hours |
| Introduction, perceiving emotions, understanding emotions, managing emotions, developing emotional intelligence persuasion. Emotional Intelligence and Leadership Effectiveness | | |
| UNIT III | Networking | 4 Hours |
| Importance of networking, making contacts, Getting connected, Building rapport, Building the bond, Business Etiquette, social networking. | | |
| UNIT IV | Management of business | 4 Hours |
| Monitoring and evaluation of business, challenges of MSME units preventing sickness and rehabilitation of business units and effective management of small business. | | |
| UNIT V | Business ethics | 4 Hours |
| Does ethics pay? On becoming an ethical manager, Building an ethical organization, Ethics towards competitors Corporate Social Responsibility. Roots of unethical behavior. | | |
| Total Hours | | 20 Hours |

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1. Charles Read, "A Guide for Small Businesses and Startups", 2nd edition, Wiley, 2019.
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OUTCOME:

Upon successful completion of the Course, the students will be able to:

- Heighten the awareness of developing emotional intelligence
- Equip themselves in building rapport and being ethical towards society.
- Nurture the entrepreneurial qualities.



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