


JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

(Established by Govt. of A.P., ACT No.30 of 2008)

ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management)
COMMON COURSE STRUCTURE & SYLLABI

Course Code	General Elective- II (MOOCS)	L	T	P	C
21E00307a	Entrepreneurship Development	2	0	0	2
Semester		III			
Course Objectives:					
<ul style="list-style-type: none"> To educate in preparation of business plan, contents and effective presentation of business plan. To explore and Generate new business opportunity, To explain and discuss strategies for Decisions under Uncertainty and environment instability, Risk Reduction strategies, Market scope strategy & Imitation strategies To educate on Women entrepreneurship focusing on Rural Entrepreneurship and Entrepreneurship Development Programmes (EDPs) to transform as entrepreneur. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> Undertake new business ventures with new creative business plan models, contents and effective presentation of business plan. To apply various strategies for decisions under different scenarios to reduce risk. Analyse challenges faced by Women entrepreneurship focusing on Rural Entrepreneurs Know the need of Entrepreneurship Development Programmes (EDPs) to transform as entrepreneur with case studies. 					
UNIT – I		Lecture Hrs: 4			
Nature and Forms of Entrepreneurship: Features - Entrepreneur's competencies, attitude, qualities, functions. Entrepreneurial scenario in India and Abroad. Small Business, Importance in Indian Economy, Types of ownership, sole trading, partnership, Important features of various types of businesses - corporate entrepreneurship, Intrapreneurship - Role of Government in the promotion of Entrepreneur.					
UNIT – II		Lecture Hrs: 6			
Project Planning and Feasibility Studies: The Concept of Project, Project Life Cycle - Project Planning, Feasibility – Project proposal & preparation of DPR (detailed project report).					
UNIT – III		Lecture Hrs:6			
Aspects of the Entrepreneurship: Idea generation – opportunities - SWOT Analysis - patents and trademarks, Intellectual Property Rights. Source of Capital, Debt capital, seed capital, venture capital - Informal Agencies In financing entrepreneurs, Technology and business incubators.					
UNIT – IV		Lecture Hrs:6			
Entrepreneurial Strategy: Generation of new business opportunity, Decisions under Uncertainty, entry strategy, environmental instability - Risk Reduction strategies, Market scope strategy- Imitation strategies					
UNIT – V		Lecture Hrs:6			
Women and Rural Entrepreneurship and EDPs: Scope-Challenges faced by women entrepreneurs, Institutions supporting women entrepreneurs. Successful cases of women entrepreneurs.-Need, Rural Industrialization – Role of NGO's – Organising EDPs – Need, Objectives, Evaluation of Entrepreneurship Development Programmes.					
Textbooks:					
<ol style="list-style-type: none"> The Dynamics of Entrepreneurial Development and Management, Vasanth Desai, Himalaya; Entrepreneurship Development & Small Business Enterprises – Second Edition, Poornima M.Charantimath , Pearson 					
Reference Books:					
<ul style="list-style-type: none"> Entrepreneurial Development, S. Chand and Company Limited, S.S. Khanka, . Fundamentals of Entrepreneurship, H. Nandan, PHI. Entrepreneurship, 6/e, Robert D Hisrich, Michael P Peters, Dean A Shepherd, TMH. Entrepreneurship – New venture Creation, Holt, PHI. Entrepreneurship- Successfully Launching New Ventures, Barringer, Ireland, Pearson. Entrepreneurship, Roy, Oxford. 					
Online Learning Resources:					
https://www.tutorialspoint.com/entrepreneurship_development https://swayam.gov.in ----Entrepreneurship Development https://leverageedu.com/blog/entrepreneurship-development					