

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VII
Syllabus with effect from: November/December-2013
(Batch-2010)

Paper Code: UM07FBBI01	Total Credit:4
Title Of Paper: Entrepreneurship & Small Business	

Unit	Description in detail	Weighting (%)
I	Fundamentals of Entrepreneurship: Concept of Entrepreneur and Entrepreneurship; Difference between Entrepreneur & Entrepreneurship; Difference between Entrepreneur & Intrapreneur: Factors affecting Entrepreneurship; Functions, types and qualities of an Entrepreneur; Skills of successful entrepreneur; Entrepreneurship and Indian economic development; Entrepreneurial pitfalls	25%
II	Entrepreneurship Motivation and Small Business: Concept of Entrepreneurship Motivation; Factors; Theory of Motivation; Achievement Motivation; Concept and definition of SSI; Scope of SSI; Forms of SSI; Role of SSI in economic development; Problems of SSI; Licensing and Registration of SSI	25%
III	Business Opportunity Identification and Project Management: Defining idea; searching and evaluating opportunities; planning of business venture; environmental analysis ; Concept and types of project; project formulation; Project feasibility analysis; project report; Estimating and Financing funds requirement (Working of funding agencies like ICICI, IDBI, GSFC); venture capital funding .	25%
IV	Entrepreneurship Development: Concept of Entrepreneurship Development Programme; Role of EDII; Role of Government in entrepreneurship development; Emerging strategic approaches for small scale Entrepreneurs -Networking, Niche play, Geographic concentration, Franchising /DealershipWomen Entrepreneurship and Social Entrepreneurship (only conceptual discussion)	25%
V	Tutorial (25 Marks) Students in a group of 3 will prepare a report on TWO successful entrepreneurs out of which ONE has to be a Women or Social entrepreneur. Format of report will be circulated by the concern subject teacher/s in the class. Journal on the same shall be maintained by the students and evaluated by the concerned Subject teacher/s.	

Basic Text & Reference Books:-

- Entrepreneurship Development by Gupta and shrinivasan.
- Entrepreneurship development by Vasant desai.
- Financial management by Khan & Jain.
- Project : Planning, Analysis, Selection , Implementation & Review by Prasanna Chandra
- Entrepreneurial Development by S.S.Khanka

