

SARDAR PATEL UNIVERSITY
Programme: BBA (Tourism & Travel Management)
Semester: VII
Syllabus with effect from: June-2013 (Batch 2010)

Paper Code: UM07CBBT01	Total Credit: 4
Title Of Paper: Entrepreneurship Development	

Unit	Description in detail	Weightage (%)
I	Entrepreneur Evolution of the concept Entrepreneur Types of Entrepreneurs Qualities of an Entrepreneur Role of Entrepreneurs in Economic development. Entrepreneur vs. Intrapreneur	25%
II	Entrepreneurship The concept of Entrepreneurship Characteristics of Entrepreneurship Theories of Entrepreneurship Factors influencing Entrepreneurship Growth Causes of slow Growth of Entrepreneurship in India	25%
III	Entrepreneurial motivation & Development Theories of entrepreneurial motivation Maslow's Need Hierarchy Theory McClelland's Acquired Theory Motivating factors (Internal & external) Concept & role of EDP Role Of Government In Organizing Edp's	25%
IV	Emerging areas of Entrepreneurship Women Entrepreneurship Social Entrepreneurship Rural Entrepreneurship International entrepreneurship	25%
V	Tutorial: Credit – 1 Mark – 25 Students in a group of two will prepare a profile on two successful entrepreneurs covering aspects like profile, education, family, organization, problems & challenges, achievements, methodology of overcoming problems. Students shall maintain a separate journal for the same.	

Evaluation: Journal Shall Be Evaluated By The Concerned Teacher.

Basic Text & Reference Books:-

- Entrepreneurship Development by S.S.Khanka
- Entrepreneurship Development and Project Management by Neeta Baporikar
- Entrepreneurial Development in India by Gupta and Shrinivasan.
- Dynamics of Entrepreneurial development & Management by Vasant Desai, Himalaya Publications.
- Entrepreneurship by Robert Hisrich, Michael Peters ,Dean Shepherd

