## **ENTREPRENEURSHIP DEVELOPMENT**

CREDITS 3

#### **OBJECTIVES:**

- > To equip and develop the learners entrepreneurial skills and qualities essential to undertake business.
- > To impart the learners entrepreneurial competencies needed for managing business efficiently and effectively.

### UNIT I ENTREPRENEURAL COMPETENCE

9

Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful Entrepreneurs – Knowledge and Skills of an Entrepreneur.

# UNIT II ENTREPRENEURAL ENVIRONMENT

9

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations.

#### UNIT III BUSINESS PLAN PREPARATION

9

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital Budgeting- Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.

### UNIT IV LAUNCHING OF SMALL BUSINESS

9

Finance and Human Resource Mobilisation - Operations Planning - Market and ChannelSelection - Growth Strategies - Product Launching – Incubation, Venture capital, Start-ups.

## UNIT V MANAGEMENT OF SMALL BUSINESS

9

Monitoring and Evaluation of Business - Business Sickness - Prevention and Rehabilitation of Business Units - Effective Management of small Business - Case Studies.

**TOTAL: 45 PERIODS** 

## **OUTCOMES:**

- > The learners will gain entrepreneurial competence to run the business efficiently.
- ➤ The learners are able to undertake businesses in the entrepreneurial environment. The learners are capable of preparing business plans and undertake feasible projects.
- ➤ The learners are efficient in launching and develop their business ventures successfully
- The learners shall monitor the business effectively towards growth and development.

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