

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Course Code: 15HM1105

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Course Outcomes:

At the end of the course the student will be able to

- CO 1: Adopt the qualities of entrepreneurship and describe the role of entrepreneur in economic development.
- CO 2: Recognize the importance and advent of women as entrepreneurs in India and outline the various problems faced by women entrepreneurs.
- CO 3: Outline the importance of creativity and innovation in small business and adopt the procedure involved in setting up of a small business
- CO 4: Describe the process of management in small businesses and outline the importance of quality and productivity.
- CO 5: Analyze the various marketing related issues in small businesses and outline the various subsidies and support being extended to small businesses.

UNIT – I: Entrepreneurship

(10 lectures)

Importance and role of entrepreneurship - Characteristics of entrepreneurship - Qualities of an entrepreneur - Functions of entrepreneur - Theories of entrepreneurship - Stimulants of entrepreneurship and Barriers to entrepreneurship - Ethics and Social Responsibility - Role of entrepreneur in economic development.

UNIT – II: Women Entrepreneurship

(8 lectures)

Role and Importance - Functions of women entrepreneur - Profile of Indian Women Entrepreneur - Problems of Women Entrepreneurs - Women Entrepreneurship Development in India

UNIT – III: Opportunity Scouting and Idea Generation

(10 lectures)

Role of creativity and innovation and business research - Sources of business ideas - Entrepreneur opportunities in contemporary business environment - Process of setting up a small business – Regulatory norms and legal aspects - Preliminary screening and aspects of the detailed study of the feasibility of the business idea and financing/non-financing support agencies - Preparation of Project Report.

UNIT – IV: Small Business Development

(10 lectures)

Management role and functions in small business - National State level and Grass - Root level financial and non-financial institutions in support of small business development designing and re-designing business process - location, layout - operations planning and control - Basic awareness on the issues impinging on quality - Productivity and environment.

UNIT – V: Business Marketing Concepts

(10 lectures)

Issues in small business marketing - Concept and application of product life cycle - Advertising and publicity, sales and distribution management - The idea of consortium marketing - Competitive bidding/tender marketing - Negotiating with principal customers - Contemporary perspectives on Infrastructure Development - Marketing Assistance - Subsidies and other Fiscal and Monetary Incentives.

Text Books

S.No	Author	Title	Edition	Publisher	Year
1	Mathew, J. Manimala	Entrepreneurship Theory at the Crossroads	2 nd	Wiley India	2005
2	C.V.Bakshi	Entrepreneurship Development	2 nd	Excel Publications	2010
3	Vasant Desai	Small Business in Entrepreneurship	7 th	Himalaya Publishers	2010
4	Madhurima Lal	Entrepreneurship	1 st	Excel Publications	2012

Reference Books

S.No	Author	Title	Edition	Publisher	Year
1	Vasant Desai	Management of small scale enterprises	15 th	Himalaya Publishers	2012
2	Eric A Morse	Cases in Entrepreneurship	3 rd	Sage Response Books	2010