

Scheme of Course Work

Course Title	Entrepreneurship and Small Business Management
Course Code	15HM1105
Program	B.Tech
Prerequisites	Managerial Economics

Course Outcomes

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

Course Outcome versus Program Outcomes:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO-1	3	2	3	2	2	2	3	2							
CO-2	3	2	3	2	2	2	3	2							
CO-3	3	2	3	2	2	2	3	2							
CO-4	3	2	3	2	2	2	3	2							
CO-5	3	2	3	2	2	2	3	2							

*S - Strongly correlated, M - Moderately correlated,
Blank - No correlation*

Week	Topics/Contents	CO	Sample Questions	Teaching learning strategy	Assessment Method & Schedule
1	Importance and role of entrepreneurship - Characteristics of entrepreneurship - Qualities of an entrepreneur - Functions of entrepreneur	1	1. Explain the Importance and role of Entrepreneurship? 2. What are the functions of entrepreneur?	<ul style="list-style-type: none"> • Lecture • Discussion 	Assignment-I/Quiz-I/Mid-I
2	Theories of entrepreneurship - Stimulants of entrepreneurship and Barriers to entrepreneurship - Ethics and Social Responsibility - Role of entrepreneur in economic development	1	1. Explain the theories of Entrepreneurship? 2. Role of entrepreneur in economic development?	<ul style="list-style-type: none"> • Lecture • Discussion 	Assignment-I/Quiz-I/Mid-I
3	Role and Importance -	2	1. What are the	<ul style="list-style-type: none"> • Lecture 	Assignment-

	Functions of women entrepreneur - Profile of Indian Women Entrepreneur		functions of Women Entrepreneur? 2. Profile of Indian Women Entrepreneur	<ul style="list-style-type: none"> • Discussion 	I/Quiz-I/Mid-I
4	Problems of Women Entrepreneurs - Women Entrepreneurship Development in India	2	1. Discuss Women Entrepreneurship Development in India	<ul style="list-style-type: none"> • Lecture • Discussion 	Assignment-I/Quiz-I/Mid-I
5	MID TEST-I				
6	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	3	1. Role of creativity and innovation in business research 2. Process of setting up a small business	<ul style="list-style-type: none"> • Lecture • Discussion 	Assignment-II/Quiz-II/Mid-II
7	- 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	3	1. Regulatory norms and legal aspects 2. financing/non-financing support agencies	<ul style="list-style-type: none"> • Lecture • Discussion 	Assignment-II/Quiz-II/Mid-II
8	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	4	1. Management role and functions in small business? 2. Designing and Re-designing business	<ul style="list-style-type: none"> • Lecture • Discussion 	Assignment-II/Quiz-II/Mid-II

	planning and control - Basic awareness on the issues impinging on quality - Productivity and environment				
9	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	5	1. Application in Product life cycle. 2. Competitive bidding/tender Marketing.	<ul style="list-style-type: none"> • Lecture • Discussion 	Assignment- II/Quiz-II/Mid-II
10	MID TEST -2				