

<b>INSTITUTE</b>	<b>FACULTY OF MANAGEMENT STUDIES</b>
<b>PROGRAM</b>	<b>BACHELOR OF BUSINESS ADMINISTRATION (HONS.)</b>
<b>SEMESTER</b>	<b>4</b>
<b>COURSE TITLE</b>	<b>ENTREPRENEURSHIP</b>
<b>COURSE CODE</b>	<b>04BB2405</b>
<b>COURSE CREDITS</b>	<b>4</b>

**Course Outcomes:** After completion of this course, student will be able to:

- 1 Comprehend Fundamental Concepts for starting the business
- 2 Apprehend the concepts of industrial environment and preparing a business plan.
- 3 Understand available sources for raising funds for start-ups.
- 4 Comprehend various challenges and possible solutions for starting business units.

**Pre-requisite of course:**NONE

#### Teaching and Examination Scheme

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
4	0	0	0	60	0	40	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>ENTREPRENEURSHIP - AN INTRODUCTION</b> Meaning & Definition of Entrepreneurship, Common History & Entrepreneurial Process, Role of Entrepreneurship in Economic Development of the Nation, Advantages & Drawbacks of Entrepreneurship	6
2	<b>Who is an Entrepreneur?</b> Who is an Entrepreneur?	2
3	<b>Micro Lab and Discussion</b> Micro Lab and Discussion	2
4	<b>Important aspects of selection of Business Venture</b> Important aspects of selection of Business Venture	2
5	<b>Entrepreneurial Opportunities</b> Entrepreneurial Opportunities	2
6	<b>About Banks</b> About Banks	2
7	<b>Success Stories of Entrepreneurs</b> Success Stories of Entrepreneurs	2
8	<b>About District Entrepreneurship centre</b> About District Entrepreneurship centre	2

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
9	<b>Who can be contacted for what</b> Who can be contacted for what	2
10	<b>Market Survey</b> Market Survey	2
11	<b>Marketing Management</b> Marketing Management	2
12	<b>Factory Visit &amp; Project Report</b> Factory Visit, Project Report	6
13	<b>Accounting System</b> Accounting System	2
14	<b>General Management</b> General Management	2
15	<b>Personnel Management</b> Personnel Management	2
16	<b>Financial Management</b> Financial Management	2
17	<b>Fixed and Working Capital</b> Fixed and Working Capital	2
18	<b>Loan Application and Understanding of Lending Procedures</b> Loan Application and Understanding of Lending Procedures	2
19	<b>Computer in Business</b> Computer in Business	2
20	<b>Achievement Motivation Training &amp; Feedback</b> Achievement Motivation Training, Feedback	2
<b>Total Hours</b>		<b>48</b>

**Textbook :**

- 1 A1 ECHO Methode de francaise, J. Girardet, CLE International, 2015
- 2 Cahier Personnel D'apprentissage, J. Girardet, CLE International, 2015

**Suggested Theory Distribution:**

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
<b>Remember / Knowledge</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Higher order Thinking</b>
20.00	30.00	25.00	15.00	10.00	0.00

**Instructional Method:**

1 Theory