

INSTITUTE	FACULTY OF MANAGEMENT STUDIES
PROGRAM	BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER	4
COURSE TITLE	ENTREPRENEURSHIP
COURSE CODE	04BB2405
COURSE CREDITS	4

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

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	0	60	0	40	0

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

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

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					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory