

AEE201:ENTREPRENEURSHIP DEVELOPMENT AND BUSINESS COMMUNICATION

L:2 T:0 P:2 Credits:3

Course Outcomes: Through this course students should be able to

CO1 :: learn the steps and planning involved in starting and managing an enterprise, including legal and financial considerations

CO2 :: understand the development of entrepreneurship, including motivational, social, and environmental factors

CO3 :: apply the knowledge in production, personal, financial, marketing and crisis management.

CO4 :: list various entrepreneurship opportunities through environmental scanning, support systems and project planning

CO5 :: explore the process and need for entrepreneurship development for agri-business

Unit I

Evolution of entrepreneurship : development of entrepreneurship, motivational factors, social factors, environmental factors, characteristics of entrepreneurs, entrepreneurial attributes/competencies, concept, need for and importance of entrepreneurial development, objectives of entrepreneurial activities, types of entrepreneurs, functions of entrepreneurs, importance of entrepreneurial development, process of entrepreneurship development

Unit II

Financial management : funds, fixed capital and working capital, costing and pricing, long term planning and short-term planning, book keeping, journal, ledger, subsidiary books, annual financial statement, taxation

Unit III

Environment scanning and opportunity identification : need for scanning, spotting of opportunity, scanning of environment, identification of product/service, starting a project, factors influencing sensing the opportunities

Unit IV

Infrastructure and support systems : good policies, schemes for entrepreneurship development, role of financial institutions, and other agencies in entrepreneurship development, steps involved in functioning of an enterprise: selection of the product/services, selection of form of ownership, registration, selection of site, capital sources, acquisition of manufacturing know how, packaging and distribution

Unit V

Project Planning : planning of an enterprise, project identification, selection and formulation of project, project report preparation, enterprise management, production management: product, levels of products, product mix, quality control, cost of production, production controls, material management, production management: raw material costing, inventory control, personal management: manpower planning, labour turn over, wages/salaries.

Unit VI

Market and Crisis Management : marketing management: market, types, marketing assistance, market strategies, crisis management: raw material, production, leadership, market, finance, natural etc.

List of Practicals / Experiments:

List of practicals

- To assess the entrepreneurial traits and competencies of individuals.
- To develop and evaluate problem solving skills in entrepreneur.
- To develop and enhance managerial skills required for entrepreneurship.
- To assess and analyze achievement motivation among entrepreneurs.
- To develop creativity among students through entrepreneurial exercises.
- To study about planning, monitoring and evaluation of an enterprise.
- To identify and select the business idea for entrepreneurship venture.

- To study the preparation of business plan and process of proposal writing.
- To study the basics of budgeting and financial planning for a business.
- To visit the entrepreneurship development institute to study the entrepreneurial ecosystem.
- To visit the successful entrepreneur for experience sharing and learning.
- To visit financial institutions/support agencies to study their role in entrepreneurial development.

Text Books:

1. ENTREPRENEURSHIP DEVELOPMENT AND SMALL BUSINESS ENTERPRISES by POORNIMA M CHARANTIMATH, Pearson Education India
2. ENTREPRENEURSHIP DEVELOPMENT & BUSINESS COMMUNICATION by SHASHANK UCHARIA, PRASHANT BANSAL, ATUL SHARMA , AMOL PRAVIN PITALE, AARTI SHARMA, RED SHINE PUBLISHER
3. SCIENTIFIC PUBLISHERS ENTREPRENEURSHIP DEVELOPMENT AND COMMUNICATION SKILLS by P S KAPSE AND P R DESHMUKH, SCIENTIFIC PUBLISHERS

References:

1. BUSINESS COMMUNICATION FOR MANAGERS by PAYAL MEHRA, PEARSON
2. ENTREPRENEURSHIP DEVELOPMENT AND MANAGEMENT IN EXTENSION by S. JANANI, T.N. SUJEETHA, M. ASOKHAN, M. PRIYADHARSHINI, Write And Print Publications