

KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)

(Sponsored by S.K.P.V.V.Hindu High Schools' Committee)

Kothapeta, Vijayawada

(An Autonomous College in the Jurisdiction of Krishna University)

COLLEGE WITH POTENTIAL FOR EXCELLENCE

ISO-9001-2008 CERTIFIED INSTITUTION

NAAC 'A' GRADE

Dept. of HVPE	CBESP401	2016-2017	All Second Year Degree Classes
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Semester – IV

ENTREPRENEURSHIP course objectives

- Students will have a strategic understanding of entrepreneurship and innovation and be able to take into account the relationships between this discipline and other areas of business to make holistic judgments when analysing business situations.
- Students will assess the interdependent, fast-changing, and diverse world of entrepreneurship and innovation
- Students will demonstrate critical thinking skills, making the intellectual connection between quantitative and qualitative tools, theories and context to properly and effectively solve problems and make decisions.
- Students will utilize interpersonal and leadership skills to be highly effective business managers and leaders; demonstrating self-awareness, emotional intelligence, curiosity, visionary and strategic thinking, teamwork, reflection and knowledge transfer skills
- Students will demonstrate ethical reasoning skills, understand social, civic, and professional responsibilities and aspire to add value to society.

Course outcomes:

1. Entrepreneurship will able to demonstrate the fundamentals of entrepreneurship, including understanding entrepreneurial opportunities, innovation and creativity, franchising, development and managing growth of a small business, forecasting, sourcing, and the reporting of finances.
2. Entrepreneurship will able to demonstrate advanced topics of entrepreneurship, including understanding the components of the business plan (idea, feasibility analysis, target market, competitive/industry analysis, marketing plan, organizational structure, operations, and evaluation and control) and demonstrating their importance for inclusion in the business plan.
3. Entrepreneurship will able to write a comprehensive business plan for an original product or service that justifies potential profitability and sustainability of the business model.
4. Entrepreneurship will able to articulate their business model orally in an organized and persuasive manner.

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Semester – IV

Max. Marks: 50

Pass Marks: 20

ENTREPRENEURSHIP

Unit-I: Entrepreneurship: Entrepreneur characteristics – Classification of Entrepreneurships – Incorporation of Business – Forms of Business organizations –Role of Entrepreneurship in economic development –Start-ups.

Unit-II: Idea Generation and Opportunity Assessment: Ideas in Entrepreneurships – Sources of New Ideas – Techniques for generating ideas – Opportunity Recognition – Steps in tapping opportunities.

Unit-III: Project Formulation and Appraisal : Preparation of Project Report –Content; Guidelines for Report preparation – Project Appraisal techniques –economic – Steps Analysis; Financial Analysis; Market Analysis; Technical Feasibility.

Unit-iv: Institutions Supporting Small Business Enterprises: Central level Institutions: NABARD; SIDBI, NIC, KVIC; SIDIO; NSIC Ltd; etc. – state level Institutions –DICs- SFC- SSIDC- Other financial assistance.

Unit-V: Government Policy and Taxation Benefits: Government Policy for SSIs- tax Incentives and Concessions –Non-tax Concessions –Rehabilitation and Investment Allowances.

(Question paper will be given in English Language)

Reference Books:

1. Arya Kumar, Entrepreneurship, Pearson, Delhi, 2012.
2. Poornima M.CH., Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi,2009
3. Michael H. Morris, ET. al., Entrepreneurship and Innovation, Cen gage Learning, New Delhi, 2011
4. Kanishka Bedi, Management and Entrepreneurship, Oxford University Press, Delhi, 2009
5. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, New Delhi, 2011
6. Khanka, SS, Entrepreneurship Development, S. Chand, New Delhi.
7. Peter F. Drucker, Innovation and Entrepreneurship.
8. A.Sahay, M. S. Chhikara, New Vistas of Entrepreneurship: Challenges & Opportunities.

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Semester – IV

TIME: 2 HOURS

Max. Marks:50

Pass Marks:20

ENTREPRENEURSHIP

(Question paper will be given in English Language)

Section-A

I Answer ALL of the following

5x10=50M

1. a) Explain the characteristics of entrepreneurs.
(OR)
b) Explain the role of Entrepreneur in Economic Development.
2. a) Write about the sources of New Ideas.
(OR)
b) What are the steps in Tapping Opportunities?
3. a) What is project Report? Explain its significance.
(OR)
b) What are the criteria for selecting a particular project?
4. a) What is the need for Institutional support for small scale industries?
(OR)
b) Discuss the Institutional support to small enterprises.
5. a) Write about Govt. Policy for small scale enterprises.
(OR)
b) Write about incentives policies at state level.

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