

SRM UNIVERSITY – FACULTY OF SCIENCE AND HUMANITIES**DEPARTMENT OF COMMERCE – LESSON PLAN – ODD SEMESTER**

*SUBJECT HANDLED BY – Mrs.D.BHUVANESWARI,
ASSISTANT PROFESSOR, COMMERCE*

III YEAR – VI SEMESTER – CORE PAPER - XIV		L	T	P	TOTAL	CREDIT
UIS15602	ENTREPRENEURIAL DEVELOPMENT	4	0	0	4	4

Maximum: 100 Marks (Internal: 50 Marks; External: 50 Marks)

UNIT - I

Entrepreneurship – definition – theories on entrepreneurship_ types of entrepreneur _ characteristics of successful entrepreneurs – identification of potential entrepreneurs – factors influencing entrepreneurship _ women entrepreneurs_ problems of women entrepreneur

S.NO	DATE	DAY ORDER	DESCRIPTION
1	03-01-2018	I	Introduction – Meaning, Definition and Concepts
2	04-01-2018	II	Characteristics of Entrepreneurship
3	05-01-2018	III	Entrepreneur, Intrapreneur – qualities of Entrepreneur
4	08-01-2018	IV	Types of Entrepreneur
5	10-01-2018	I	Functions of Entrepreneur, Identification of Potential Entrepreneur
6	11-01-2018	II	Theories on Entrepreneurship
7	12-01-2018	III	Factors influencing Entrepreneurship
8	17-01-2018	IV	Women Entrepreneurs – Meaning , definition and Problems
9	19-01-2018	I	SEMINAR
10	22-01-2018	II	ISSUE OF ASSIGNMENT QUESTIONS

UNIT - II

Institutional finance to small industries – Incentives – KVIC-NIESBUD-SISI-SIDCs,SIPCOT-DIC-SIETI-NISIET-NSIC-SIDO-IIC.

S.NO	DATE	DAY ORDER	DESCRIPTION
11	23-01-2018	III	Small Industries - Institutional Finance to Small industries
12	24-01-2018	IV	Incentives – Meaning, Need for incentives

13	29-01-2018	I	Problems and Schemes of Incentives in Operation
14	30-01-2018	II	Incentives for Small Scale Units
15	31-01-2018	III	KVIC, NIESBUD
16	01-02-2018	IV	SISI,SIDC,SIPCOT
17	05-02-2018	I	DIC,SIETI,NISIET
18	06-02-2018	II	NISIC, SIDO,IIC
19	07-02-2018	III	SEMINAR
20	08-02-2018	IV	SEMINAR

UNIT - III

Role of entrepreneurs in the present global scenario – identification of opportunities – location problems – Entrepreneurial development programmers’. Small scale industries – role of small scale business – policies governing small scale industries – rural industries – ancillary industries

S.NO	DATE	DAY ORDER	DESCRIPTION
21	12-02-2018	I	Role of Entrepreneurs in the Present Global Scenario
22	13-02-2018	II	identification of opportunities
23	14-02-2018	III	Factors influencing in selecting the location & location problems
24	15-02-2018	IV	Entrepreneurial development programmers
25	19-02-2018	I	Entrepreneurial development programmers
26	20-02-2018	II	REVISION – SEMINAR AND TEST- ISSUE OF QUESTION BANK
27	21-02-2018	III	CYCLE TEST – I
28	22-02-2018	IV	CYCLE TEST – I
29	26-02-2018	I	Small scale industries & role of small scale business
30	27-02-2018	II	Policies governing small scale industries
31	28-02-2018	III	Rural industries – Rural Entrepreneurship , Need and Problems
32	01-03-2018	IV	Ancillary industries
33	05-03-2018	I	SEMINAR

UNIT - IV

Problems and prospects – organization and structure – industrial estates – problems in marketing – export – potential – functions of small scale industries.

S.NO	DATE	DAY ORDER	DESCRIPTION
34	06-03-2018	II	Problems and prospects
35	07-03-2018	III	Organization and Structure
36	08-03-2018	IV	Industrial Estates- Meaning , Features & Objectives
37	12-03-2018	I	Problems in marketing

38	13-03-2018	II	Export – institutional set up for Export Assistance
39	14-03-2018	III	Export credit and guarantee corporation
40	15-03-2018	IV	State Export Trade Corporation
41	19-03-2018	I	Export Houses and Trade Houses in India
42	20-03-2018	II	Potential & Functions of Small Scale Industries
43	21-03-2018	III	REVISION – SEMINAR AND TEST- ISSUE OF QUESTION BANK
44	22-03-2018	IV	CYCLE TEST – II
45	23-03-2018	V	CYCLE TEST – II
46	26-03-2018	I	CYCLE TEST – II

UNIT - V

Capital structure and seed capital – financial appraisal of new project _ project life cycle – project report –franchising.

S.NO	DATE	DAY ORDER	DESCRIPTION
47	27-03-2018	II	Capital Structure, Meaning, Factors determining capital structure
48	28-03-2018	III	Seed Capital- Meaning and Definition, Types of Seed Capital
49	02-04-2018	IV	Seed Capital Investment
50	04-04-2018	I	Financial Appraisal of New Project , Financial Appraisal Methods
51	05-04-2018	II	Types of Financial Appraisal
52	06-04-2018	III	Project Report , Meaning and Guidelines
53	09-04-2018	IV	Project Life Cycle
54	11-04-2018	I	Franchising- Meaning, Modes of Franchising
55	12-04-2018	II	Advantages and Disadvantages of Franchising
56	13-04-2018	III	REVISION – SEMINAR AND TEST- ISSUE OF QUESTION BANK
57	16-04-2018	IV	MODEL EXAMINATION
58	18-04-2018	I	MODEL EXAMINATION
59	19-04-2018	II	MODEL EXAMINATION
60	20-04-2018	IV	MODEL EXAMINATION

TEXT BOOK

1. Vasant Desai, (2009), “Entrepreneurship Development”, Himalayan Publication, New Delhi.

REFERENCES

1. Kaushik U, (2005), “Entrepreneurship”, Pointer Publishers, Jaipur.

2. Vasant Desai, (2002), “Problems and Prospects of small scale industries in India”, Himalayan Publishing, New Delhi.
3. Dr.C.B.Gupta & Dr.N.P. Srinivasan(2014), “Entrepreneurial Development”, Sultan Chand & Sons, New Delhi.

QUESTION PAPER PATTERN – UNIT BASED

EXAMINATION	PART - A	PART – B	TOTAL MARKS
CYCLE TEST I - Unit I & II II – Unit III & IV	9 Questions – Equally Distributed- All questions to be answered and each carries TWO Marks	2 Questions – 1 Question from each Unit – Internal Choice Pattern – Each Carries 16	Part A – 18 Marks and Part B – 32 Marks = Total Marks – 50 Marks
MODEL EXAMINATION Full Syllabus	10 Questions – 2 Questions from each Unit - All Questions carry 2 Marks each	5 Questions – 1 Question from each Unit – Internal Choice – All Questions carry 16 Marks each	Part A – 20 Marks and Part B – 80 Marks = Total Marks – 100 Marks
SEMESTER EXAMINATION Full Syllabus	10 Questions – 2 Questions from each Unit - All Questions carry 2 Marks each	5 Questions – 1 Question from each Unit – Internal Choice – All Questions carry 16 Marks each	Part A – 20 Marks and Part B – 80 Marks = Total Marks – 100 Marks

EVALUATION PATTERN:

1. Internal Examination – 40 Marks

Cycle Test – I – Marks obtained for 50 will be converted to 10

Cycle Test – II – Marks obtained for 50 will be converted to 10

Model Examination – Marks obtained for 100 will be converted to 20

2. Assignment – 5 Marks

5 Marks will be awarded for Assignment/Project/Seminar/Class Work Maintenance

3. Attendance – 5 Marks

Attendance Marks is as

95% and More Attendance – 5 Marks

90% to 94.99% - 4 Marks

85% to 89.99% - 3 Marks

80% to 84.99% - 2 Marks

75% to 79.99% - 1 Mark

Less than 75% - Nil

4. External Examination – 50 Marks

Examination will be conducted at the end of the Semester for 100 Marks – Marks Obtained for 100 will be converted to 50.

5. Qualification to Higher Semester

Student must appear for minimum of Three Subjects in the Current Semester to qualify for higher semester – failure will lead to detention in the present semester

6. Passing Criteria

Passing minimum is 40% in End Semester (External) Examination and 40% Overall (Internal and External)

***** Students securing less than 75% Attendance in the semester will be detained in the semester and they have to redo the semester in the forthcoming Academic Year on payment of fees as prescribed by the University**