

Syllabus

Panjab University

BBA, (5th Semester)

BBA 304 : Entrepreneurship and Small Business

Objective : To familiarize the budding entrepreneurs with the competencies and qualities of successful entrepreneurs and to help learners understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development.

Unit - I

Entrepreneurship—Entrepreneur, Entrepreneurship, Definition, Characteristics, Need, Theories, Difference between Entrepreneur and Self Employed person—Entrepreneur and Manager, Intreprenuer, Intreprenueurship, Socio-Economic role of Entrepreneurship; Role of Entrepreneurship in Economic Development.

Entrepreneurship Motivation. Entrepreneurial Motivation, Internal and External factors affecting Motivation, Relation of Entrepreneurial Motivation and Entrepreneurial Behaviour.

Entrepreneurial Competencies. Essential competencies of entrepreneur ;

Entrepreneurial Development Programmes. EDP's relevance and achievements; Role of government in organizing EDP's, Critical Evaluation;

Project Identification and Project Plan. Considerations in Product/Project Selection, Market Survey, Project Classification, Writing a Project Plan/Proposal.

Project Appraisal and Documentation. Project Appraisal Criteria, Various Formalities for Project Appraisal and clearance for availing financial support.

Unit - II

Small Business. Small Business as a Seed Bed of Entrepreneurship : Evolution and Development of Small Business, SSI, Concept, Definition, Characteristics.

Classification, Advantages and Problems; Role of Small Business in the National Economy;

The Start-Up Process. Procedure for setting up a small scale unit; Planning, Implementation, Initial Strategic Planning.

Management Process in Small Business. Product and Marketing Scope, Legal and Tax consideration, Risk Analysis and Financial Considerations, Profit Planning;

National Policies for Small Business Development. Governmental and Non-Governmental policies and assistance in setting up SSI, Institutional support to Small Entrepreneurs from NSIC, SIDO and TCOs for Entrepreneurship Development in India.

Practical Work : Project Report for Financial Assistance from Bank