

# SYLLABUS

## B.B.A. 5<sup>th</sup> Semester, Panjab University 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, Intrapreneur, Intrapreneurship, Socio-Economic role of Entrepreneurship; Role of Entrepreneurship in Economic Development

**Entrepreneurial 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