

SEMESTER IV

UNIVERSITY OF KERALA		BBA (CBCSS)	
SEMESTER IV	CORE COURSE	BM 1441 ENTREPRENEURSHIP DEVELOPMENT	
No. of Credits	4	No. of instructional Hours/week	5
Course Objectives	To make the student understand the concept and importance of entrepreneurship and facilitate generation of young entrepreneurs.		
Course Outcomes	After completing the course the students can be able to: 1. Understand about entrepreneurship, its roles and different classifications of Entrepreneurs. 2. Discuss the role of MSME in developing countries 3. Classify the various sources of business finance and identify the different institutions that supporting entrepreneurs. 4. Understand about the roles and responsibilities of a project manager 5. Discriminate the benefits of delivering the project identification and selecting the successful project with the various guidelines issued by the authorities.		
Module	Content	Number of Hours	
1	Introduction: Concept of Entrepreneurship – Meaning – Definition - Role of Entrepreneurship in Economic Development – Types of Entrepreneurs – Barriers – ED cycle.	10	
2	Micro-Small-Medium (MSME) Enterprise: Definition - Characteristics- Objectives - Advantages- Disadvantages - Role of MSME in developing countries- Problems- Steps for starting MSME, An over view of Industrial policy of Kerala .	10	
3	EDP in India – Phases of Entrepreneurial programs - Industrial Estates - Industrial clusters - Incentives and subsidies – Advantages - Needs & Problems – Promotional agencies -NMCC,SIDO, NSIC, NAYE, TCO, SISI's- Khadi & Village Commission- STEP –SIDCO – KINFRA- MSME & DICs- Business Incubators& Start-ups.	25	
4	Financing Options - Bridge capital, Seed capital assistance, Margin money scheme, Sickness, Causes – Remedies - An overview on the roles of institutions/schemes in entrepreneurial development- SIDBI, KSIDC,IFCI, KFC - Commercial banks -Scheme MUDRA, COMSE, CLCS, SWARNA JAYANTHI Rozgar Schemes, PMRY - Other financing options – Venture Capital, Crowd Funding, Angel Investors	20	
5	Project: Meaning – Features – Classification- Project Ideas - Project Life Cycle- Project identification - Project formulation - Feasibility Analysis - Network Analysis – Financial Analysis - Project Financing - Project Appraisal & Evaluation - Project Report Preparation - Project implementation	25	
Books Recommended			
1. Nandan H. Fundamentals of Entrepreneurship, PHI New Delhi. 2. Sangram Keshari Mohanty, Fundamentals of Entrepreneurship, PHI New Delhi 3. Vasant Desai, Entrepreneurial Development 4. P. Saravanavel, Entrepreneurial Development 5. E. Gordon& K. Natarajan, Entrepreneurial Development 6. Arora, Renu ,Sood S.K, Entrepreneurial Development and Management 7. Gupta C.B., Srinivasan N.P, Entrepreneurship Development in India.			

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Table of Contents Cbcss Mgu Bba Syllabus 4

1. Understanding the eBook Cbcss Mgu Bba Syllabus 4
 - The Rise of Digital Reading Cbcss Mgu Bba Syllabus 4
 - Advantages of eBooks Over Traditional Books
2. Identifying Cbcss Mgu Bba Syllabus 4
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Cbcss Mgu Bba Syllabus 4
 - User-Friendly Interface
4. Exploring eBook Recommendations from Cbcss Mgu Bba Syllabus 4
 - Personalized Recommendations
 - Cbcss Mgu Bba Syllabus 4 User Reviews and Ratings
 - Cbcss Mgu Bba Syllabus 4 and Bestseller Lists
5. Accessing Cbcss Mgu Bba Syllabus 4 Free and Paid eBooks

- Cbcss Mgu Bba Syllabus 4 Public Domain eBooks
- Cbcss Mgu Bba Syllabus 4 eBook Subscription Services
- Cbcss Mgu Bba Syllabus 4 Budget-Friendly Options
- 6. Navigating Cbcss Mgu Bba Syllabus 4 eBook Formats
 - ePub, PDF, MOBI, and More
 - Cbcss Mgu Bba Syllabus 4 Compatibility with Devices
 - Cbcss Mgu Bba Syllabus 4 Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Cbcss Mgu Bba Syllabus 4
 - Highlighting and Note-Taking Cbcss Mgu Bba Syllabus 4
 - Interactive Elements Cbcss Mgu Bba Syllabus 4
- 8. Staying Engaged with Cbcss Mgu Bba Syllabus 4
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Cbcss Mgu Bba Syllabus 4
- 9. Balancing eBooks and Physical Books Cbcss Mgu Bba Syllabus 4
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Cbcss Mgu Bba Syllabus 4
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Cbcss Mgu Bba Syllabus 4
 - Setting Reading Goals Cbcss Mgu Bba Syllabus 4
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Cbcss Mgu Bba Syllabus 4
 - Fact-Checking eBook Content of Cbcss Mgu Bba Syllabus 4
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development

- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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