



SWARNANDHRA COLLEGE OF ENGINEERING & TECHNOLOGY (AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with "A" Grade – 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956, Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada Seetharampuram, W.G.DT., Narsapur-534280, (Andhra Pradesh)

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION TEACHING PLAN

Course Code	Course Title	Semester	Branch	Contact Periods /Week	Academic Year	Date of commencement of Semester
24MB1T05	ENTREPRENEURSHIP DEVELOPMENT	I	MBA	5	2024-25	19/06/2024

COURSE OUTCOMES

1	A study investigating students' attitudes and motivations after completing an entrepreneurial program.
2	Describe the ways in which entrepreneurs perceive opportunity, manage risk, organize resources and add value.
3	Develop a plan for implementing entrepreneurial activities in a globalised and competitive environment being responsible for the social, ethical and culture issues.
4	Entrepreneurship and innovation from both a theoretical and practical perspective, and the role of the entrepreneur in the new enterprise creation process.
5	Think creative and innovative.

UNIT	Out Comes / Bloom's Level	Topics No.	Topics/Activity	Text Book / Reference	Contact Hour	Delivery Method	
I	A study investigating students' attitudes and motivations after completing an entrepreneurial program.	Introduction					Chalk & Talk, PPT, Active Learning & Tutorial
		1.1	Definition of Entrepreneur	T1,R1	1		
		1.2	Entrepreneurial motivation and barriers	T1,R1	1		
		1.3	Internal and external factors	T1,R1	1		
		1.4	Economic Barriers to Entrepreneurship	T1,R1	1		
		1.5	Non-Economic Barriers to Entrepreneurship	T1,R1	1		
		1.6	Theories of entrepreneurship	T1,R1	1		
		1.7	Classification of Entrepreneurship-	T1,R2	1		
		1.8	Entrepreneurship in Developing Economy	T1,R2	1		
		1.9	Entrepreneurial Values and Attitudes	T1,R2	2		
Total					10		



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		Problems & Support				
II	Describe the ways in which entrepreneurs perceive opportunity, manage risk, organize resources and add value.	2.1	Incubation and Take-off	T1,R2	1	Chalk & Talk, PPT Tutorial, Active Learning & Case Study
		2.2	Problems encountered Structural	T1,R2	1	
		2.3	Financial and Managerial Problems	T1,R3	1	
		2.4	Types of Uncertainty	T1,R3	1	
		2.5	Institutional support for new ventures	T1,R2	1	
		2.6	Supporting organizations	T1,R2	1	
		2.7	Incentives and facilities	T3,R2	1	
		2.8	Financial Institutions and Small-scale Industries	T1,T2	1	
		2.9	Govt. Policies for SSIs	T1,T2	1	
		2.10	Role of SIDBI in Project Management	T3,R2	1	
				Total	10	
		Types of Entrepreneurs				
III	Develop a plan for implementing entrepreneurial activities in a globalised and competitive environment being responsible for the social, ethical and culture issues.	3.1	Family and non-family entrepreneurs	T2,T3	1	Chalk & Talk, PPT, Tutorial
		3.2	Role of Professionals	T2,T3	1	
		3.3	Professionalism vs. family entrepreneurs	T2,T3	1	
		3.4	Sick industries	T2,R3	1	
		3.5	Reasons for Sickness	T1,T3	2	
		3.6	Remedies for Sickness	T2,T3	2	
		3.7	Role of BIFR in revival	T2,T3	1	
		3.8	Bank Syndications		1	
				Total	10	
		Project Analysis				
IV	Entrepreneurship & innovation from both theoretical & practical perspective & role of entrepreneur in new enterprise creation process.	4.1	Meaning and Definition of Project	T2,T3	2	Chalk & Talk, PPT Tutorial, Active Learning & Case Study
		4.2	Types & Characteristics	T1,T3	1	
		4.3	Project Phases	T1,T3	1	
		4.4	Project Life Cycle	T2,R3	1	
		4.5	Project Family Tree	T2,T3	1	
		4.6	Feasibility Analysis	T2,T3	2	
		4.7	Project Report	T2,T3	2	
				Total	11	



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		Development of Enterprise				
V	Think creative and innovative.	5.1	Concept and development of Enterprise	T1,R1	1	Chalk & Talk, PPT, Tutorial
		5.2	Procedure of starting Enterprise	T2,R2	2	
		5.3	Vital Decision to make during start up	T1,R1	2	
		5.4	Project Report Preparation	T2,R2	1	
		5.5	Choice of Enterprise	T2,R2	2	
		5.6	Market Assessment of Enterprise	T1,R1	2	
				Total	10	
				Revision	10	
				CUMULATIVE PROPOSED PERIODS	60	
Text Books:						
S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION					
T1	Vasant Desai, The Dynamics of Entrepreneurial Development and Management, Himalaya publishing, 2022					
T2	Bridge Setal-Understanding Enterprise: Entrepreneurship and Small Business (Palgrave, 2003)					
T3	Singh P & Bhanderkar A-Winning the Corporate Olympiad: The Renaissance paradigm (Vikas)					
Reference Books:						
S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION					
R1	Couger, C-Creativity and Innovation (IPP, 1999)					
R2	Nina Jacob, -Creativity in Organisations (Wheeler, 1998)					
R3	Dollinger M J-Entrepreneurship (Prentice-Hall, 1999).					
Web Details						
1	https://ncert.nic.in/textbook/pdf/lebs103.pdf					
2	https://onlinecourses.swayam2.ac.in/imb22_mg02/preview					

		Name	Signature with Date
i.	Faculty	Dr. NGS. PRASAD	
ii.	Course Coordinator	D. Haleena	
iii.	Module Coordinator	Dr.O.V.A.M.Sridevi	
iv.	Programme Coordinator	Dr.G.Grace	

Principal

