

SKILL ENHANCEMENT COURSES

B. Com (Hons)

Semester-1

ENTREPRENEURSHIP DEVELOPMENT SKILLS

Course Code: SEC-EDS-116

Credit Mark Distribution -02

Lecture 02 Hours

Tutorial – 00

Practicum – 00

Unit	Topics	Weightage
1	Entrepreneurship: Definition and Concept of entrepreneurship - Entrepreneur Characteristics- Classification of Entrepreneurs -Role of Entrepreneurship in Economic Development -Start-ups. Ideas in Entrepreneurships – Sources of New Ideas – Techniques for Generating Ideas – Preparation of Project Report –Contents; Guidelines for Report preparation – Project Appraisal Techniques –Economic Analysis- Financial Analysis-Market Analysis.	50%
2	Institutions Supporting and Taxation Benefits: Central level Institutions: NABARD; SIDBI, – State Level Institutions – DICs – SFC - Government Policy for MSMEs - Tax Incentives and Concessions. Intellectual Property Rights	50%

Pre-requisite – 12th Pass

Co-requisite- Business Startups, Innovation Management, IPR and Organisational Aesthetics

Pedagogical Tools:

- Classroom Lecture
- Problem Solving
- Tutorial

- Group Discussion
- Seminar
- Case Studies
- Role Play
- Field Work
- Industrial Visit
- Guest Sessions
- Visit to Incubation Centre at University

Mode of Evaluation: Evaluation will be divided in two parts.

External: Annual Examination will be conducted by the Gujarat University of 50%

Internal: Following Tools for Evaluating performance of the students can be used. Total weightage for the Internal Examination 50%

- Assignment
- MCQ Test
- Presentation
- Attendance
- Seminar
- Symposium
- Poster Presentation
- Essay type Questions
- Classroom quizzes and exams
- Projects
- Poster presentations of library or laboratory research
- Cooperative experiences
- Portfolios (collections of work)
- Standardized tests both within and across disciplines
- Student journals
- Questionnaires
- Interviews
- Focus groups
- Leadership Role plays

Program Outcomes

This program could provide Industries, Banking Sectors, Insurance Companies, Financing companies, Transport Agencies, Warehousing etc., well trained professionals to meet the requirements.

PO1:After completing graduation, students can get skills regarding various aspects like Marketing Manager, Selling Manager, over all Administration abilities of the Company.

PO2:Capability of the students to make decisions at personal & professional level will increase after completion of this course.

PO3:Students can independently start up their own Business.

PO4:Students can get thorough knowledge of finance and commerce.

PO5:The knowledge of different specializations in Accounting, costing, banking and finance with the practical exposure helps the students to stand in organization.

Course Objectives:

The main objective of the course is to develop the entrepreneurship skills of the students

Course Outcome

CO1: Understand the concept of Entrepreneurship, its applications and scope.

CO2: Know various types of financial institutions that help the business at Central, State and Local Level

CO3: Understand Central and State Government policies, Aware of various tax incentives, concessions.

CO4: Applies the knowledge for generating a broad idea for a starting an enterprise/start up

CO5: Understand the content for preparing a Project Report for a startup and differentiate between financial, technical analysis and business feasibility.

FBLD (Flip Blended Learning Design Template)

- Any One Unit from the above syllabus can be discussed by the faculty through online mode.
- Online mode can be SWAYAM MOOC Course or any other suggested by the UGC or Gujarat University.

Taxonomy

College can appoint any one of the Taxonomies to measure the learning outcome.

1. Blooms Taxonomy – Revised
2. SOLO Taxonomy

3. Finks Taxonomy
4. 6Facets Taxonomy

MOOC Courses

Students can learn following syllabus from SWAYAM Platform

<https://swayam.gov.in/explorer?searchText=entrepreneurship>

Mapping of Program Outcome and Course Outcome

S- Strong

M- Medium

L- Low

MAPPING	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

References

- Arya Kumar, Entrepreneurship, Pearson, Delhi
- Poornima MCH, Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi
- Sangeetha Sharma, Entrepreneurship Development, PHI Learning
- Kanishka Bedi, Management and Entrepreneurship, Oxford University Press, Delhi
- Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, NewDelhi

- Khanka, SS, Entrepreneurship Development, S. Chand, New Delhi
- Peter F. Drucker, Innovation and Entrepreneurship