

SD COLLEGE HOSHIARPUR  
DEPARTMENT OF MANAGEMENT  
LECTURE PLAN FOR THE SESSION 2021-2022

Class	<b>BBA(SEMESTER-V )</b>
Subject name and code	BBA 304: Entrepreneurship and Small Business Management
Max. Marks and duration of exam.	100 (Theory:80, Internal Assessment:20) and 3 hours
Duration of lecture	45 minutes per day
No. of lectures delivered per week	6 lectures
Submitted by	Saurabh Thakur, Department of Management

**COURSE 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.

**COURSE OUTLINE:**

UNIT	TOPIC	CONTENT	OBJECTIVE	METHODS AND TECHNIQUES	SOURCES
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	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.	-Google Class room teaching with examples -Group Discussions - Power point Presentations - Class room tests and	1. Zimmerer Scarborough "Essentials of Entrepreneurship and Small Business Management" Pearson Publishing 2. David H Holt "Entrepreneurship - New venture Creation" PHI 3. Dr C B Gupta, Dr N P Srinivasan "Entrepreneurship Development" Sultan Chand

	Entrepreneurial Motivation	Entrepreneurial Motivation, Internal and External factors affecting motivation, Relation of Entrepreneurial Motivation and Entrepreneurial Behaviour			and Sons 4. Vasant Desai “Dynamics of Entrepreneurship Development and Management” Himalaya Mumbai 5. Poornima M Charantimath “Entrepreneurship and Small Business” Pearson Education 6. Robert D Hisrich, Mathew J Manimala, Michael P Peters, Dean A Shepherd, “Entrepreneurship” McGraw Hill Education 7. P.C. Jain “Handbook for new Entrepreneurship” Oxford University Press 8. Mac J Dollinger “Entrepreneurship—Strategies and resources” Pearson Education Delhi Note: Latest edition of text book must be
	Entrepreneurial Competencies	Essential competencies of entrepreneurs			
	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			

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.			
	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, <ul style="list-style-type: none"> <li>● SIDO and TCOs for entrepreneurship</li> </ul>			

		developm ent in India			
--	--	-----------------------------	--	--	--

## **Question Bank**

### **Short answer type questions:**

1. Define Entrepreneurship.
2. Differentiate between manager and entrepreneur.
3. Discuss various objectives of EDPs.
4. Distinguish between primary and secondary data.
5. Explain major sources of finance.
6. Features of Small scale industries.
7. Explain product planning.
8. Marketing problems of small scale industries.
9. Factors affecting working capital requirement.
10. What is DIC. Explain its functions.

### **Long answer type questions:**

1. What do you mean by Entrepreneurship? Explain its characteristics in detail.
2. What are barriers in growth of entrepreneur?
3. Explain Process of developing Entrepreneurial Competencies.
4. What is significance of market research? Explain the principal methods applied for this purpose.
5. What are problems faced by small scale industries? Also explain remedial measures for the same.
6. Write a detailed note on product life cycle.
7. Define risk. Explain in detail various steps in risk management process.
8. Explain government policies regarding small scale sector since 1948 in detail.
9. Write a detailed note on government assistance to small scale sector in marketing.
10. Explain the functions of NSIC?