

## Academic Course Description

<p>BHARATH UNIVERSITY  Faculty of Engineering and Technology  Department of Electrical and Electronics Engineering</p> <p><b>BBA002&amp; ENTREPRENEURSHIP DEVELOPMENT</b>  <b>Eighth Semester, (Even Semester)</b></p>
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### Course (catalog) description

- To learn about types of entrepreneurship.
- To study about major motivation methods.
- To study about government policies for small scale industries

**Compulsory/Elective course:** Elective for EEE students

**Credit & Contact hours** : 3 and 45 hours

**Course Coordinator** : Dr.R.Ramamoorthy

**Instructors** : Dr.R.Ramamoorthy

Name of the instructor	Class handling	Office location	Office phone	Email (domain:@bharathuniv.ac.in)	Consultation
Dr.R.Ramamoorthy	Final year EEE	KS 304	-	ramamoorthy0071@gmail.com	9.00-9.50 AM

### Relationship to other courses:

**Pre –requisites** :Professional Courses

**Assumed knowledge** : To learn about types of entrepreneurship.  
To study about major motivation methods.  
To study about government policies for small scale industries

### Syllabus Contents

<b>UNIT I      ENTREPRENEURSHIP</b>	<b>9</b>
Entrepreneur- Types of Entrepreneurs - Difference Between Entrepreneur and I nterpreneur- Role of Entrepreneurship in Economic Growth- Women and Rural Entrepreneurship - Factors Affecting Entrepreneurial Growth.	
<b>UNIT II      MOTIVATION</b>	<b>9</b>
Major Motives Influencing Entrepreneur – Achievement Motivation Training, Self Rating – Business Game – Thematic Apperception Test – Stress Management – Entrepreneurship Development Programs – Need, Objectives.	
<b>UNIT III      BUSINESS</b>	<b>9</b>
Small Enterprise – Definition, Classification – Characteristics- Ownership Structure – Project Formulation – Steps Involved in Setting up a Business – Identifying, Selecting a Good Business Opportunity- Market	

Survey and Research, Techno Economic Feasibility Assessment – Preparation of Preliminary Project Reports- Project Appraisal- Sources of Information- Classification of Needs and Agencies.

**UNIT IV FINANCING AND ACCOUNTING 9**

Need – Sources of Finance- Terms Loans, Capital Structure- Financial Institutions, Management of Working Capital, Costing, Break Even Analysis, Network Analysis Techniques of PERT/ CPM –Taxation – Income Tax – Excise Duty – Sales Tax.

**UNIT V SUPPORT TO ENTREPRENEURS 9**

Sickness in Small Business- Concept, Magnitude, Causes and Consequences, Corrective Measures- Government Policy for Small Scale Enterprises- Growth Strategies in Small Industry – Expansion- Diversification, Joint Venture, Merger, Sub Contracting.

**Text book(s) and/or required materials**

- T1. S.S.Khanka, “Entrepreneurial Development”, S. Chand & Co. Ltd., Ram Nagar, New Delhi, 1999.  
T2.Hisrich RD and Peters MP, “Entrepreneurship”, 5<sup>th</sup> Edition, Tata McGraw Hill, 2002.

**Reference Books:**

- R1RabindraKanungo, “Entrepreneurship and Innovation” , Sage Publications, New Delhi  
  
R2. ED II. Faculty & External Experts-A Hand book for New Entrepreneurs Publishers: Entrepreneurial Development, Institute of India, and Ahmedabad, 1986

**Computer usage:**

**Professional component**

General	-	0%
Basic Sciences	-	0%
Engineering sciences & Technical arts	-	0%
Professional subject	-	0%
Open elective	-	100%

## Test Schedule

S. No.	Test	Tentative Date	Portions	Duration
1	Cycle Test-1	FEBRUARY 2 <sup>ND</sup> WEEK	Session 1 to 16	2 Periods
2	Cycle Test-2	MARCH 2 <sup>ND</sup> WEEK	Session 17 to 32	2 Periods
3	Model Test	APRIL 3 <sup>RD</sup> WEEK	Session 1 to 45	3 Hrs
4	University Examination	TBA	All sessions / Units	3 Hrs.

## Mapping of Instructional Objectives with Program Outcome

To learn about types of entrepreneurship. To study about major motivation methods. To study about government policies for small scale industries	Correlates to program outcome		
	H	M	L
To learn the difference between entrepreneur and intrepeneur.	a,f	C,h	-
To learn about entrepreneurship development programs.	g	D,j	-
To study about economic feasibility methods	l	-	-
To learn about taxation.	E,	k	-
To study about corrective measures methods.	B	i	
To know about the Factors Affecting Entrepreneurial Growth	F,j	D,l	

H: high correlation, M: medium correlation, L: low correlation

**Draft Lecture Schedule**

S.NO	Topics	Problem solving (Yes/No)	Text / Chapter
<b>UNIT I ENTREPRENEURSHIP</b>			
1.	Entrepreneur- Types of Entrepreneurs	No	T1, R1
2.	Difference Between Entrepreneur	No	
3.	Interpreneur	No	
4.	Role of Entrepreneurship in Economic Growth	Yes	
5.	<b>TEST</b>	No	
6.	Women and Rural Entrepreneurship	No	
7.	Factors Affecting Entrepreneurial Growth.	Yes	
8.	<b>TEST</b>	No	
<b>UNIT II MOTIVATION</b>			
9.	Major Motives Influencing Entrepreneur	No	T1
10.	Achievement Motivation Training	No	
11.	Self Rating	Yes	
12.	Business Game	Yes	
13.	Thematic Apperception Test	No	
14.	Stress Management	No	
15.	Entrepreneurship Development Programs.	No	
16.	Need, Objectives	No	
<b>UNIT III BUSINESS</b>			
17.	Small Enterprise	No	T1,R2
18.	Definition, Classification	No	
19.	Characteristics- Ownership Structure	No	
20.	Project Formulation	No	
21.	Steps Involved in Setting up a Business	No	
22.	Identifying, Selecting a Good Business Opportunity	No	
23.	Market Survey and Research, Techno Economic Feasibility Assessment – Preparation of Preliminary Project Reports	No	
24.	Project Appraisal- Sources of Information- Classification of Needs and Agencies.	No	

<b>UNIT IV FINANCING AND ACCOUNTING</b>			
25.	Need – Sources of Finance	No	T2,R2
26.	Terms Loans, Capital Structure	Yes	
27.	Financial Institutions	Yes	
28.	Management of Working Capital	No	
29.	Costing, Break Even Analysis	Yes	
30.	Network Analysis Techniques of PERT/ CPM	No	
31.	Taxation	No	
32.	Income Tax – Excise Duty – Sales Tax.	Yes	
<b>UNIT v SUPPORT TO ENTREPRENEURS</b>			
33.	Sickness in Small Business	Yes	T2,R1
34.	Concept, Magnitude	No	
35.	Causes and Consequences	No	
36.	Corrective Measures	Yes	
37.	Government Policy for Small Scale Enterprises	No	
38.	Growth Strategies in Small Industry	No	
39.	Expansion- Diversification	No	
40.	Joint Venture, Merger, Sub Contracting	No	

### Teaching Strategies

The teaching in this course aims at establishing a good fundamental understanding of the areas covered using:

- Formal face-to-face lectures
- Tutorials, which allow for exercises in problem solving and allow time for students to resolve problems in understanding of lecture material.
- Laboratory sessions, which support the formal lecture material and also provide the student with practical construction, measurement and debugging skills.
- Small periodic quizzes, to enable you to assess your understanding of the concepts.

### Evaluation Strategies

Cycle Test – I	-	5%
Cycle Test – II	-	5%
Model Test	-	10%
Assignment	-	5%
Attendance	-	5%
Final exam	-	70%

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**Prepared by:** Dr.R.Ramamoorthy

**Dated :**

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## **BBA002& ENTREPRENEURSHIP DEVELOPMENT**

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### **Addendum**

#### **ABET Outcomes expected of graduates of B.Tech / EEE / program by the time that they graduate:**

- a) An ability to apply knowledge of mathematics, science, and engineering fundamentals.
- b) An ability to identify, formulate, and solve engineering problems.
- c) An ability to design a system, component, or process to meet the desired needs within realistic constraints such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability.
- d) An ability to design and conduct experiments, as well as to analyze and interpret data.
- e) An ability to use the techniques, skills, and modern engineering tools necessary for engineering practice.
- f) An ability to apply reasoning informed by the knowledge of contemporary issues.
- g) An ability to broaden the education necessary to understand the impact of engineering solutions in a global, economic, environmental, and societal context.
- h) An ability to understand professional and ethical responsibility and apply them in engineering practices.
- i) An ability to function on multidisciplinary teams.
- j) An ability to communicate effectively with the engineering community and with society at large.
- k) An ability in understanding of the engineering and management principles and apply them in project and finance management as a leader and a member in a team.
- l) An ability to recognize the need for, and an ability to engage in life-long learning.
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#### **Program Educational Objectives**

##### **PEO1: PREPARATION**

Electrical Engineering Graduates are in position with the knowledge of Basic Sciences in general and Electrical Engineering in particular so as to impart the necessary skill to analyze and synthesize electrical circuits, algorithms and complex apparatus.

##### **PEO2: CORE COMPETENCE**

Electrical Engineering Graduates have competence to provide technical knowledge, skill and also to identify, comprehend and solve problems in industry, research and academics related to power, information and electronics hardware.

##### **PEO3: PROFESSIONALISM**

Electrical Engineering Graduates are successfully work in various Industrial and Government organizations, both at the National and International level, with professional competence and ethical administrative acumen so as to be able to handle critical situations and meet deadlines.

##### **PEO4: SKILL**

Electrical Engineering Graduates have better opportunity to become a future researchers/ scientists with good communication skills so that they may be both good team-members and leaders with innovative ideas for a sustainable development.

##### **PEO5: ETHICS**

Electrical Engineering Graduates are framed to improve their technical and intellectual capabilities through life-long learning process with ethical feeling so as to become good teachers, either in a class or to juniors in industry.

**BBA002& ENTREPRENEURSHIP DEVELOPMENT**

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<b>Course Teacher</b>	<b>Signature</b>
Dr.R.Ramamoorthy	

**Course Coordinator**  
(Dr.R.Ramamoorthy)

( **HOD/EEE** )