

## BBA002 - ENTREPRENEURSHIP DEVELOPMENT

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### Academic Course Description

BHARATH UNIVERSITY  
Faculty of Engineering and Technology  
Department of Mechanical Engineering  
BBA002 - ENTREPRENEURSHIP DEVELOPMENT  
Seventh semester, 2015-2016 (Odd semester)

#### Course 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 (open)

Credit & contact hours : 3 credits & 45 hours

Course Coordinator : Mr.S.Nakkeeran

**Instructors** : Mr.Jeswin Arputha Raj

Name of the instructor	Class handling	Office location	Office phone	Email (domain:@bharathuniv.ac.in)	Consultation
Mr.Jeswin Arputha Raj	VII Sem Mech	JR008		Jeswinarputharaj.mech@bharathuniv.ac.in	9.00 - 9.50 AM
Mr.Karthikeyan S	VII Sem Mech	JR009		Karthikeyans.mech@bharathuniv.ac.in	12.45 - 1.15 PM

#### Relationship to other courses:

Pre –requisites : Professional courses

Assumed knowledge : Recent Guideline to start Industry

Following courses :

## Syllabus Contents

### Unit 1 Entrepreneurship

8 hours

Entrepreneur- Types of Entrepreneurs - Difference Between Entrepreneur and Interpreneur- Role of Entrepreneurship in Economic Growth- Women and Rural Entrepreneurship - Factors Affecting Entrepreneurial Growth.

### Unit 2 Motivation

8 hours

Major Motives Influencing Entrepreneur – Achievement Motivation Training, Self Rating – Business Game – Thematic Apperception Test – Stress Management – Entrepreneurship Development Programs – Need, Objectives.

### Unit 3 Business

9 Hours

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 4 Financing And Accounting

10 hours

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 5 Support To Entrepreneurs

10 hours

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.

**Total : 45 hours**

#### TEXT BOOKS:

[T1] S.S.Khanka, “Entrepreneurial Development”, S. Chand & Co. Ltd., Ram Nagar, New Delhi, 1999.

[T2] Hisrich RD and Peters MP, “Entrepreneurship”, 5th Edition, Tata McGraw Hill, 2002.

#### REFERENCES:

[R1] RabindraKanungo, “Entrepreneurship and Innovation” , Sage Publications, New Delhi, 1999

[R2] ED II. Faculty & External Experts-A Hand book for New Entrepreneurs Publishers: Entrepreneurial Development, Institute Of India, and Ahmedabad, 1986.

[R3] [depintegraluniversity.in/userfiles/Entrepreneurship%20Development.pdf](http://depintegraluniversity.in/userfiles/Entrepreneurship%20Development.pdf).

[R4] [bookboon.com/en/entrepreneurship-ebooks](http://bookboon.com/en/entrepreneurship-ebooks)

#### Computer usage: Nil

#### Professional component

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

**Broad area:** Entrepreneurship, Innovation and Management

## Test Schedule

S. No.	Test	Tentative Date	Portions	Duration
1	Cycle Test-1	August 2nd week	Session 1 to 14	2 Periods
2	Cycle Test-2	September 2nd week	Session 15 to 28	2 Periods
3	Model Test	October 2nd week	Session 1 to 45	3 Hrs
4	University Examination	TBA	All sessions / Units	3 Hrs.

## Mapping of Instructional Objectives with Program Outcome

Learning about types of entrepreneurship and gather knowledge of the major motivation methods. Gaining an insight about government policies for small scale industries	Correlates to program outcome		
	H	M	L
1. To learn difference between entrepreneur and intrepeneur	c, d		
2. To learn about entrepreneurship development programs	d, i, l		
3. To study about economic feasibility methods	g, l		a
4. To learn about taxation	g, l	i	b
5. To study about corrective measures methods	l		
6. To learn about Steps Involved in Setting up a Business	l	i	

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 - introduction	No	T1, T2,R1
2.	Types of Entrepreneurs	No	
3.	Difference Between Entrepreneur and Interpreneur	No	
4.	Role of Entrepreneurship in Economic Growth	No	
5.	Women Entrepreneurship	No	
6.	Rural Entrepreneurship	No	
7.	Factors Affecting Entrepreneurial Growth.	No	
8.	Student talks on ideas for startups	No	
<b>UNIT II MOTIVATION</b>			
9.	Major Motives Influencing Entrepreneur	No	T1, T2,R2,R4
10.	Achievement Motivation Training	No	
11.	Self Rating	No	
12.	Business Game	No	
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 – Definition, Classification	No	T1, T2,R2,R3
18.	Characteristics	No	
19.	Ownership Structure	No	
20.	Project Formulation – Steps Involved in Setting up a Business	No	
21.	Identifying, Selecting a Good Business Opportunity	No	
22.	Market Survey and Research, Techno Economic Feasibility Assessment	No	
23.	Preparation of Preliminary Project Reports	No	
24.	Project Appraisal- Sources of Information	No	
25.	Classification of Needs and Agencies	No	
<b>UNIT IV FINANCING AND ACCOUNTING</b>			
26.	Need for finance and accounting	No	T1,T2,R1,R2
27.	Sources of Finance- Terms Loans	No	
28.	Capital Structure- Financial Institutions	No	
29.	Management of Working Capital	No	
30.	Costing	No	
31.	Break Even Analysis	No	
32.	Network Analysis Techniques of PERT/ CPM	No	
33.	Taxation	No	
34.	Income Tax – Excise Duty	No	
35.	Sales Tax.	No	

UNIT V SUPPORT TO ENTREPRENEURS			
36.	Sickness in Small Business- Concept	No	T1, T2,R2,R4
37.	Magnitude, Causes and Consequences	No	
38.	Corrective Measures	No	
39.	Government Policy for Small Scale Enterprises	No	
40.	Growth Strategies in Small Industry	No	
41.	Expansion- Diversification	No	
42.	Joint Venture	No	
43.	Merger	No	
44.	Student interactive seminar	No	
45.	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
- Student seminars which allow the sharing of ideas among young minds.
- Small periodic quizzes, and sharing of tidbits of related information
- Visual – power point presentations on recent developments in technology

### Evaluation Strategies

Cycle Test – I	-	5%
Cycle Test – II	-	5%
Model Test	-	10%
Assignment / Seminar / Online Test / Quiz	-	5%
Attendance	-	5%
Final exam	-	70%

**Prepared by** Mr.S.Nakkeeran

### Addendum

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

- The ability to apply knowledge of mathematics, science, and engineering fundamentals.
- The ability to identify, formulate and solve engineering problems.
- The 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.
- The ability to design and conduct experiments, as well as to analyze and interpret data
- The ability to use the techniques, skills, and modern engineering tools necessary for engineering practice.
- The ability to apply reasoning informed by the knowledge of contemporary issues.

- g) The ability to broaden the education necessary to understand the impact of engineering solutions in a global, economic, environmental, and societal context.
- h) The ability to understand professional and ethical responsibility and apply them in engineering practices.
- i) The ability to function on multidisciplinary teams.
- j) The ability to communicate effectively with the engineering community and with society at large.
- k) The 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) The ability to recognize the need for, and an ability to engage in life-long learning.

**Program Educational Objectives**

**PEO1: PREPARATION:**

Mechanical Engineering graduates are enthusiastic to provide strong foundation in mathematical, scientific and engineering fundamentals necessary to analyze, formulate and solve engineering problems in the field of Mechanical Engineering.

**PEO2: CORE COMPETENCE:**

Mechanical Engineering graduates have competence to enhance the skills and experience in defining problems in the field of Mechanical Engineering and Technology design and implement, analyzing the experimental evaluations, and finally making appropriate decisions.

**PEO3: PROFESSIONALISM:**

Mechanical Engineering graduates made competence to enhance their skills and embrace new thrust areas through self-directed professional development and post-graduate training or education.

**PEO4: PROFICIENCY:**

Mechanical Engineering graduates became skilled to afford training for developing soft skills such as proficiency in many languages, technical communication, verbal, logical, analytical, comprehension, team building, inter personal relationship, group discussion and leadership skill to become a better professional.

**PEO5: ETHICS:**

Mechanical Engineering graduates are morally merged to apply the ethical and social aspects of modern Engineering and Technology innovations to the design, development, and usage of new products, machines, gadgets, devices, etc.

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<b>Course Teacher</b>	<b>Signature</b>
Mr.Jeswin Arputha Raj Mr.Karthikeyan S	

**Course Coordinator**  
Mr.S.Nakkeeran

**HOD/MECH**