

CHM-A level

A5: Entrepreneurship Development (Duration 45 Hours)

Subject Prerequisites:

None

Subject Outcome:

The learner will understand the concept of entrepreneurship and its close relationship with enterprise and owner-management, will also understand the nature of business development in the context of existing organizations and of new business start-ups. Important factors for starting a new venture and business development will be comprehended. Learner will get to know issues and decisions involved in financing and resourcing a business start-up and essential aspects of account management. The importance of Industrial safety and other vital issues related to entrepreneurship will be identified.

Section	Brief Contents	Duration (Hrs)
1. Introduction	Concept, meaning and definition of Entrepreneur and Entrepreneurship. Evolution of Entrepreneurship, Role of Entrepreneurship in economic Development; Managerial vs. entrepreneurial approach; Classification and types of Entrepreneurs. Characteristics and qualities of successful Entrepreneurs; Women Entrepreneurs; Corporate & Social entrepreneurship.	5
2. Entrepreneurship Development and Leadership	Entrepreneurial Motivation: motivating factors, Types of startups; Characteristics of entrepreneurial leadership, Components of Entrepreneurial Leadership; Factors influencing entrepreneurial development and motivation, Entrepreneurial Opportunities and challenges, Entrepreneurship process. Types of Enterprises and Ownership Structure: small scale, medium scale and large scale enterprises: Meaning and definition (evolution), role of small enterprises in economic development; proprietorship, Policies governing SMEs, partnership, Ltd. companies and co-operatives: their formation, capital structure and source of finance.	7
3. New Venture Planning & Project Development	Methods to Initiate Ventures; Acquisition-Advantages of acquiring an ongoing venture and examination of key issues; Developing a Marketing plan-customer analysis, sales analysis and competition analysis, Business Plan-benefits of drivers, perspectives in business plan preparation, elements of a business plan; Business plan failures. Project Development: Idea generation and classification. Environmental Scanning and SWOT	8

	analysis Components of an ideal business plan – market plan, financial plan, operational plan, and HR plan. Project formulation –project report significance and contents, Project appraisal– Aspects and methods : (a) Economic oriented appraisal (b) Financial appraisal (c) Market oriented appraisal.	
4. Financing & Managing Venture	<p>Financing Stages; Sources of Finance; Venture Capital; Criteria for evaluating new- venture proposals & Capital- process; Sources of financing for Indian entrepreneurs. Accounting basics, operating bank accounts, maintaining books of accounts, introduction to taxes, accounting transactions.</p> <p>Management of venture: objectives and functions of management, scientific management, general and strategic management; introduction to human resource management: planning, job analysis, training, recruitment and selection, etc.</p>	10
5. Industrial Safety and other Special Issues for Entrepreneurs	<p>Industrial Safety: (a) Use of Fire-fighting Equipment (b) Electrical Safety (Equipments and use) (c) First Aid in electrical hazard; Legal issues – Forming business entity, considerations and criteria, requirements for formation of a Private/Public Limited Company, Intellectual Property Protection- Patents, Trademarks and Copyrights – importance for startups, Legal acts governing business in India; institutional support towards the development of entrepreneurship in India, technical consultancy organizations.</p>	5
List of Experiments	<p>Part-1: Project Formulation:</p> <ol style="list-style-type: none"> 1. Identification and selection of projects by a public survey and market study. 2. development of a project as group activity. 3. Submission of the project report along with contents and formulation and concept of project. 4. Evaluation of project using internal rate of return method and net present value method. <p>Part-2: Industrial safety:</p> <ol style="list-style-type: none"> 5. Assessment of the fire safety of your own home. 6. Assessment of fire safety of your institute. 7. Assessment of electrical safety of various electrical equipment. 8. Drill of rescue of victim of electrical hazard. 9. Suggested CPR training (a trained Compounder/nurse or doctor should impart training) 	10

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