



**Semester I
ECOSEC- 101**

Business Project Formulation and Entrepreneurship Development

Total Credits: 3

Teaching Hours: 45 hours

Course Description:

Entrepreneurship and small business development are areas that are constantly evolving, requiring creative minds that are willing to play with considerable levels of risk. This course is to create awareness about entrepreneurship among students. The course shall teach how to turn a model or idea into a profitable product or service. Small business management and operations courses offer greater career flexibility to those studying business.

Course Outcome:

After the completion of the course, the student will be able to Use the entrepreneurial qualities and skills under real world condition. The student will be able to identify various schemes provided by Government of India to support business enterprises and develop entrepreneurial personality and prepare project report and initiate SSI.

Unit I: Introduction to Entrepreneurship Development

Meaning of Entrepreneurship, Benefits and Myths of Entrepreneurship; Characteristics, Qualities and Skills of an Entrepreneur, Different Life Stages of an Entrepreneur; Impact of Entrepreneurship on the Economy and Society, Barriers to Entrepreneurship

Unit II: Principles of Project Formulation

Project Formulation: Definition, Concepts, Objectives; Stages of Project Formulation and their Significance; Methodology for Project Identification and Formulation; Feasibility Analysis, Techno-Economic Analysis, Project Design and Network Analysis, Input Analysis, Financial Cost Benefit Analysis, Social Cost Benefit Analysis, Project Appraisal and Report.

Unit III: Issues in Small Enterprise Initiatives

Small Scale Industries: Definition, Rationale, Objective, Scope, SSI Registration; NOC from Pollution Control Board; Machinery and Equipment Selection.

Unit IV: Role of Support Institutions

Role of government in promoting entrepreneurship; Start up India; Central Level Support Institutions: SIDO, NSIC, NIESBUD; State Level Support Institutions: SIDC, SDI, DIC, SIDBI, SISI.

Unit V: Microfinance and SHGS

Concept of Microfinance; Entrepreneurship Development by Microfinance I; Formation and Role of SHGs in development; Linkage of SHG and MFI; Women empowerment through SHGs

Practical/Project Related/Field Survey

Analysis with Breakeven Point and Profit Volume(P/V) Ratio; A Profile Summary of a Successful Entrepreneur; Identification of the business opportunities suitable for you; Preparation of a business plan for your chosen small scale enterprise.



Suggested readings

1. Desai, Vasant (2003). Small-Scale Industries and Entrepreneurship. Himalaya Publishing House, Delhi
2. Kaulgud, Aruna (2003). Entrepreneurship Management. Vikas Publishing House, Delhi. 38
3. Cynthia, L. Greene (2004). Entrepreneurship Ideas in Action. Thomson Asia Pvt. Ltd, Singapore
4. Watkins, T. A. (2018). Introduction to Microfinance. World Scientific Publishing Company