

## 22BA204: ENTREPRENEURSHIP&SMALLBUSINESSMANAGEMENT

Subject Code :	22 BA 204	I A Marks	30
No. of Lecture Hours / Week	05	End Exam Marks	70
Total Number of Lecture Hours	75	Total Marks	100
Practical Component	01 Hour/Week	Exam Hours	03

### Course Learning Outcomes:

- CO-1 To understand the concept of entrepreneurship and the role of women and rural entrepreneurs.
- CO-2 To know the importance of Ideas in Entrepreneurship and the ability to assess the business potentiality of ideas.
- CO-3 To impart knowledge on preparation of project report and sources of finance
- CO-4 To acquaint students with the knowledge of writing a business plan, role of MSMEs in economic development.
- CO-5 To impart knowledge on institutional support to entrepreneurs in India.

### UNIT-I (12Hours)

Introduction to Entrepreneurship: Concept of Entrepreneur – Characteristics of an Entrepreneur–DistinctionbetweenanEntrepreneurandIntrapreneurandaManager– Functions of an Entrepreneur–Common Myths-Types of Entrepreneurs,—Types of Start-up Firms–Importance of Entrepreneurship: Economic Impact–Impact on Society– Entrepreneurial Process. Growth of Entrepreneurship in India – Recent Trends in Women Entrepreneurship and Rural Entrepreneurship–Problems and Perspectives

### UNIT-II (10Hours)

Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas– Feasibility Analysis: Product/Service Feasibility–Industry/Market Feasibility–Financial Feasibility – Industry and Competitor Analysis: Industry Analysis – Competitive Analysis – Developing an effective Business Model: Business Models–Components of an effective Business Model – Building a new venture Team – Assessing a new venture’s financial strength and viability– Preparing the proper ethical and legal foundation– Writing a Business Plan.

### UNIT-III (10Hours)

Preparation of Project Report and Financing Ventures: Meaning of DPR - Importance of Project Report - Preparation of Project report — Content; Guidelines for Report preparation – Sources of Finance– Concept of working Capital and Estimation– Seed Capital–Venture Capital.

#### **UNIT-IV (10Hours)**

Promotion of MSMEs: Definitions, Characteristics– Relationships of MSME – Relationship with large units – Export Oriented Units - Rationale – Objectives – Scope of Small Enterprises – Opportunities for an Entrepreneurial career– Role of Small Enterprises in Economic Development– Causes and Symptoms of Sickness–Cure for Sickness.

#### **UNIT-V (10Hours)**

Institutional support to Entrepreneurs: Commercial Banks – Other major financial institutions– Central Level Institutions– NSIC: National Productivity Council (NPC); – State Level Institutions – DIC – SFC– state Small Industries Development Corporation (SSIDC) – Industry Associations– Confederation of Indian Industry (CII); Federation of Indian Chamber of Commerce Industry (FICCI); A associated Chambers of Commerce and Industry of India (ASSOCHAM).

#### **Case Study (Not Exceeding 300 words)**

#### **PRACTICAL COMPONENTS:**

- ✓ Students must attend allow the workshops
- ✓ Students will be expected to read widely on the academic literature of entrepreneurship and understand how the various themes in the theoretical literature
- ✓ Students will be expected to prepare, present in class and work on team assignments

#### **REFERENCE TEXT BOOKS:**

- Ram Chandran, ‘Entrepreneurial Development’, Tata McGraw Hill, New Delhi
- Vijay Sathé, ‘Corporate Entrepreneurship’ 1st edition, 2009, Cambridge
- Khanka, S.S., ‘Entrepreneurial Development’, S Chand & Company Ltd. New Delhi
- Badhai, B., ‘Entrepreneurship for Engineers’, Dhanpat Rai & co. (p) Ltd.
- Vasanth Desai, ‘Dynamics of Entrepreneurial Development & Management’, 2007, HPH.
- Dr. Vasant Desai, ‘Small Scale Industries and Entrepreneurship’, 2006, HPH.
- P. Narayana Reddy, ‘Entrepreneurship – Text and Cases’, 2010, 1st Ed. Cengage Learning.
- David H. Hott, ‘Entrepreneurship New Venture Creation’, 2004, PHI.
- E- Book, MSME at a glance– English version, Ministry of MSME.
- Jaynal Ud– Din Ahmed and Abdul Rashid, MSME in India, New Century Publications.

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**MODEL QUESTION PAPER**  
**M.B.A. (REGULAR) DEGREE EXAMINATION**  
**Second Semester**  
**22BA204:ENTREPRENEURSHIP DEVELOPMENT AND BUSINESS MODELS**

(2022-2023 Regulation Onwards)

**Duration: 3 hours**

**Maximum Marks: 70**

**SECTION- A**

**Answer the of the Following Questions 5×4=20 Marks**

1a) Explain the factors influencing entrepreneurship.

**OR**

1b) Outline the problems of Rural entrepreneurs.

2a) Analyze the sources for Idea generation.

**OR**

2b) Examine the various methods to study the feasibility of business

3a) what are the various sources of financing?

**OR**

3b) Why working capital is important in success of business

4a) Explain the scope of small enterprises in present scenario

**OR**

4b) Outline the importance of export oriented units.

5a) Examine the role of State Finance Corporation in promoting small scale enterprises.

**OR**

5b) Analyze the role of ASSOCHAM in business development.

**Section- B**

**Answer the of the Following**

**5X8=40 Marks**

6a) Appraise the role of entrepreneurship in economic development of India

**OR**

6b) Assess the challenges faced by Indian women entrepreneurs in current era.

7a) What is a business model and explain the ways to generate new business model

**OR**

7b) why business plan is important in success of business

8a) Explain the importance of venture capital financing. Discuss the different venture capital financing schemes

**OR**

8b) Assess importance of project report and explain the contents of project report.

9a) Examine the role of small entrepreneurs in international business.

**OR**

9b) Analyze the reasons for sickness in small scale industries.

10a) Examine role of commercial banks and other financial institutions in developing small businesses.

Or

10 B) Analyze the impact of industry associations in success of micro, small and medium enterprises.

**SECTION -C**

**(1 x 10=10 marks)**

**Case study (Compulsory)**

**11.** Apollo Tyres was established in 1976 when the Indian tyre industry, was highly competitive with both the domestic and international players competing for the market share; and the license raj still prevalent. However, Apollo, a family-run business, transformed itself over generations under the changing leaderships and continuous innovations, emerging as the leading player in the industry. It further strengthened its position in the market with many innovative marketing techniques. In addition, to understand and cater to the customers' needs, the company focused on training its employees and imbued team spirit in them by inculcating the concept of 'WE' rather than 'I'. In 2005, after attaining the leading position in the Indian tyre industry, Apollo decided to go global. However, it remains to be seen whether Apollo retains its position in the Indian market while carving a niche on the global front.

**Answer the following questions**

1. Find the business dynamics and Critical Success Factors of the tyre industry
2. Analyze the factors for what it takes for a tyre manufacturing company to go global
3. Advise the Apollo tyres whether to go global or not if yes suggest global entry strategies

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