

Course Title: Entrepreneurship Development

Course Objectives: *to familiarize the students with the concept of Entrepreneur and Entrepreneurship.*

Course Outcome: Students were able to make explore emerging opportunities as an entrepreneur.

Number of hours: 30 hrs.

Syllabus:

Module 1 Entrepreneur and Entrepreneurship (5 hrs)

- 1.1. Entrepreneur: -Meaning, Definition - Evolution of the concept of Entrepreneur- Characteristics of Entrepreneur and Entrepreneurship
- 1.2. Factors Affecting Entrepreneurial Growth-Qualities of a successful Entrepreneur
- 1.3. Importance (or role) of Entrepreneurs in Economic Development
- 1.4. Entrepreneurial Competencies
- 1.5. Concept of Women Entrepreneurship-Problems and Measures taken for development women entrepreneurs -Women Entrepreneurship in Kerala

Module 2 Project Management (5 hrs)

- 2.1. Meaning, Characteristics and Classification of Projects
- 2.2. Project Life Cycle- Project Management- Phases and Objectives- Need for Project Management
- 2.3 Project Identification-Sources of Project Ideas
- 2.4. Screening of Project Ideas- Project Profile-Environmental scanning- SWOT Analysis
- 2.5. Project Formulation-Meaning-Need and Significance

Module 3 Project Appraisal and Evaluation (5 hrs)

- 3.1. Project Appraisal- Meaning- Elements of Project Appraisal-Project Evaluation- Meaning and Importance- Difference Between PA & PE
- 3.2. Traditional Methods of Project Appraisal (Urgency, Pay Back, Post Pay Back and Average Rate of Return Methods)
- 3.3. Modern Methods of Project Appraisal (Discounted Pay Back, NPV, BCR, Internal Rate of return, Net Terminal value Methods)

Module 4 Project Report Preparation and Project Financing (5 hrs)

- 4.1. Project Report Presentation- Meaning- Objectives-Importance- Content- Requisites of an Ideal Project Report- Problems faced in Report Preparation
- 4.2. Project Financing- Classification of Capital- Sources of finance

Module 5 Identification of Business Opportunities in the context of Kerala (5 hrs)

5.1. Advantages of Kerala Economy -Future of Business in Kerala

5.2 Role of ED Clubs

5.3. Skill Development for Entrepreneurs

5.4 Business Incubation- Meaning- Setting up of BCI

Module 6 E- Commerce for Entrepreneurs (5 hrs)

6.1. Introduction and Overview- Advantages and Disadvantage- Traditional vs. E-commerce

6.2 E- Commerce Infrastructure- Hardware, Software, Networking , Internet, www.

6.3. Electronic Payment Systems