

K L University
Department of MBA
Course Handout for 2ndYear MBAPROGRAM
A.Y.2017-18, IV Semester

CourseName : Entrepreneurship

Course Code : 16MB62C2

L-T-Pstructure : 3 0 0

Course Credits : 3





Course Coordinator :Dr. A.B.Saraswathi, Assistant Professor in MBA

Course Instructors :Dr. A.B.Saraswathi,& Dr. Venu Madhav, Dr. A.V. N. Murthy

Course Teaching Associates : Nil

Course Objective:

The important objectives of the course are

-  **To make the student know about entrepreneurship, entrepreneurial behavior, functional areas of business and their interrelation**
-  **To acquaint the student with the knowledge to understand the risks and rewards of a new venture and the steps required to start a new venture**
-  **To make the students to know and analyse, whether it fits in his career scheme and mental makeup or not**
-  **To equip the student with the basic knowledge and confidence to start a new venture**

Course Rationale: Entrepreneurship is an interactive course focuses on and inculcates an entrepreneurial mindset, developing entrepreneurial skills and equip the students with the basic knowledge and skills for launching and managing the growth of a venture.

Course Outcomes (CO):

CO No:	CO	SO	BTL
1.	Understand the fundamentals of Entrepreneurship	a	2
2.	Apply the techniques of environmental analysis, opportunity assessment, feasibility study and generating business ideas.	b	3
3.	Construct a well structured business plan by including all the necessary elements of the business plan.	b	3

4.	Analyse Plan a start up by applying the knowledge of sources of finance and the supporting schemes offered by state and central governments and other entrepreneurial development organizations the HRD policies and practices in Industries	b,	4
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COURSE OUTCOME INDICATORS:

CO No.	COI-1	COI-2	COI-3
1	Understand the Definition, meaning of Entrepreneurship,	Understand the Entrepreneurial traits, Entrepreneurial culture and the relationship with Intrapreneur.	Understand the Entrepreneurial decision process; Role in Economic Development;
2	Apply Environmental Analysis - Search and Scanning	Apply techniques of creative problem solving	Apply Product planning and development process.
3	Apply The knowledge for writing Business Plan: Nature and scope of business plan.	Apply and implementing Business plans along with Marketing plan.	Apply the knowledge of financial plan and the organizational plan for launching formalities.
4	Analyse Financing and Managing the New Venture: Sources of Capital, Schemes offered by various commercial banks and financial institutions like IDBI, ICICI, SIDBI, SFCs, and Venture Capital.	Analyse New venture Expansion Strategies and Issues, Record keeping, recruitment, motivating and leading teams, financial controls, Marketing and sales controls	Analyse Institutional support to Entrepreneurship

SYLLABUS (As approved by BoS):MBA, 2015-16 Regulations

Course Curriculum:

Introduction to Entrepreneurship: Definition of Entrepreneur, Entrepreneurial traits, Entrepreneurial Culture, Administrative culture Vs Entrepreneurial Culture; Entrepreneur vs. Manager, Entrepreneur vs. Intrapreneur; The Entrepreneurial decision process; Role of Entrepreneurship in Economic Development; Ethics and Social Responsibility of Entrepreneurs; Opportunities for Entrepreneurs in India and abroad; Woman as Entrepreneur.

Creating and Starting the venture: Environmental Analysis - Search and Scanning, Assessment of Opportunities; Business Idea, Sources of new Ideas, Techniques of generating ideas, Techniques of creative problem solving, product planning and development process. The Business Plan: Nature and scope of business plan, Writing Business Plan, Evaluating Business plans, Using and implementing Business plans. Marketing plan, financial plan and the organizational plan; launching formalities.

Financing and Managing the New Venture: Sources of Capital, Schemes offered by various commercial banks and financial institutions like IDBI, ICICI, SIDBI, SFCs, and Venture Capital. New venture Expansion Strategies and Issues, Record keeping, recruitment, motivating and leading teams, financial controls, Marketing and sales controls. E - Commerce and Entrepreneurship, Internet advertising.

Institutional support to Entrepreneurship: Government policies and schemes for entrepreneurial development; Role of MSME, Directorate of Industries, District Industries centers (DICs), Industrial Development Corporation (IDC), Small Scale Industries Development Corporation (SSIDCs), Khadi and Village Industries Commission (KVIC), Technical Consultancy Organization (TCO), Small Industries Service Institute (SISI), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI), Trends in Entrepreneurship.

BoS Approved Text books:

- 1. Robert Hisrich & Michael Peters, Entrepreneurship, TMH, 9th Edition, 2014.**
- 2. Arya Kumar, Entrepreneurship – Creating and leading an entrepreneurial organization, Pearson, 2012**

Reference Books:

- 1. Baringer and Ireland, Entrepreneurship, 4th Edition, Pearson, 2004.**
- 2. P. Narayana Reddy, Entrepreneurship – Text and Cases, Cengage Learning India, I edition, 2010**
- 3. "Corporate Entrepreneurship: Building The Entrepreneurial Organization" by Paul Burns published by Palgrave Macmillan.**
- 4. Drucker F Peter, "Innovation and Entrepreneurship", 1985. Heinemann, London.**
- 5. Entrepreneurship in the New Millennium, India Edition Doanld F Kuratko & Richard M Hodgeth-South-Western, Cengage Learning**

Deviations (if any) from B o S approved syllabus and the topics planned:

NIL

COURSE DELIVERY PLAN:

Sess. No.	CO	COI	Topic (s)	Teaching-Learning Methods	Evaluation Components
1	1	1	Introduction, Definition, meaning of Entrepreneurship	Deliver Lecture/ Discussion	In semester Test-1 End Semester
2	1	1	Entrepreneurial traits	Deliver Lecture / Interaction	In semester Test-1 End Semester

3	1	2	Entrepreneurial Culture	Deliver Lecture/ Discussion	In semester Test-1 End Semester
4	1	2	Administrative culture Vs Entrepreneurial Culture	Deliver Lecture/ Discussion	In semester Test-1 End Semester
5	1	3	Entrepreneur vs. Manager	Deliver Lecture/ Discussion	In semester Test-1 End Semester
6	1	3	Entrepreneur vs. Intrapreneur	Deliver Lecture/ Discussion	In semester Test-1 End Semester
7	1	3	The Entrepreneurial decision process	Deliver Lecture/ Discussion	In semester Test-1 End Semester
8	1	3	Role of Entrepreneurship in Economic Development	Deliver Lecture/ Discussion	In semester Test-1 End Semester
9	1	3	Ethics and Social Responsibility of Entrepreneurs	Deliver Lecture/ Discussion	In semester Test-1 End Semester
10	1	3	Opportunities for Entrepreneurs in India and abroad	Deliver Lecture/ Discussion	In semester Test-1 End Semester
11	1	3	Woman as Entrepreneur	Deliver Lecture/ Discussion	In semester Test-1 End Semester
12	1	3	Case study on Entrepreneurship	Deliver Lecture/ Discussion	In semester Test-1(Case study) End Semester
13	2	1	Introduction to Creating and Starting the venture	Deliver Lecture/ Discussion	In semester Test-2 End Semester
14	2	1	Environmental Analysis - Search and Scanning	Deliver Lecture/ Discussion	In semester Test-2 End Semester
15	2	2	Assessment of Opportunities	Deliver Lecture/	In semester Test-2

				Discussion	End Semester
16	2	2	Business Idea, Sources of new Ideas	Deliver Lecture/ Discussion	In semester Test-2 End Semester
17	2	2	Techniques of generating ideas	Deliver Lecture/ Discussion	In semester Test-2 End Semester
18	2	3	Techniques of creative problem solving	Deliver Lecture/ Discussion	In semester Test-2 End Semester
19	2	3	product planning and development process	Deliver Lecture/ Discussion	In semester Test-2 End Semester
20	2	3	Case study –new venture	Deliver Lecture/ Discussion	In semester Test-2(Case study) End Semester
21	3	1	Introduction to the Business Plan	Deliver Lecture/ Discussion	In semester Test-3 End Semester
22	3	1	Nature and scope of business plan	Deliver Lecture/ Discussion	In semester Test-3 End Semester
23	3	1	Writing Business Plan	Deliver Lecture/ Discussion	In semester Test-3 End Semester
24	3	2	Evaluating Business plans	Deliver Lecture / Interaction	In semester Test-3 End Semester
25	3	2	Using and implementing Business plans	Deliver Lecture/ Discussion	In semester Test-3 End Semester
26	3	2	marketing plan	Deliver Lecture/ Discussion	In semester Test-3 End Semester
27	3	2	financial plan and the organizational plan	Deliver Lecture / Interaction	In semester Test-3 End Semester

28	3	3	Introduction to Financing and Managing the New Venture:	Deliver Lecture/ Discussion	In semester Test-3 End Semester
29	3	3	Sources of Capital	Deliver Lecture/ Discussion	In semester Test-3 End Semester
30	3	3	Schemes offered by various commercial banks and financial institutions.	Deliver Lecture/ Discussion	In semester Test-3 End Semester
31	4	1	Venture Capital	Deliver Lecture / Interaction	In semester Test-3 End Semester
32	4	1	New venture Expansion Strategies and Issues	Deliver Lecture/ Discussion	In semester Test-3 End Semester
33	4	2	Record keeping	Deliver Lecture/ Discussion	In semester Test-3 End Semester
34	4	3	Recruitment	Deliver Lecture/ Discussion	In semester Test-3 End Semester
35	4	3	motivating and leading teams	Deliver Lecture/ Discussion	In semester Test-3 End Semester
36	4	3	financial controls, Marketing and sales controls	Deliver Lecture/ Discussion	In semester Test-3 End Semester
37	4	3	E - Commerce and Entrepreneurship; Internet advertising.	Deliver Lecture/ Discussion	In semester Test-3 End Semester
38	4	3	Institutional support to Entrepreneurship: Government policies and schemes for entrepreneurial development	Deliver Lecture/ Discussion	In semester Test-3 End Semester
39	4	3	Role of MSME	Deliver Lecture/ Interaction	In semester Test-3 End Semester
40	4	3	Directorate of Industries, District Industries centers (DICs),	Deliver Lecture/ Discussion	In semester Test-3 End

					Semester
41	4	3	Industrial Development Corporation (IDC), Small Scale Industries Development Corporation (SSIDCs)	Deliver Lecture/ Discussion	In semester Test-3 End Semester
42	4	3	Khadi and Village Industries Commission (KVIC), Technical Consultancy Organization (TCO)	Deliver Lecture/ Discussion	In semester Test-3 End Semester
43	4	3	Small Industries Service Institute (SISI), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI)	Deliver Lecture/ Discussion	In semester Test-3 End Semester
44	4	3	Small Industries Development Bank of India (SIDBI)	Deliver Lecture/ Discussion	In semester Test-3 End Semester
45	4	3	Case study Institutional support to Entrepreneurship:	Deliver Lecture/ Discussion	In semester Test-3(Case Study) End Semester

Session wise Teaching – Learning Plan

Session Number: 1

Session Outcome: Student understand “Introduction, Definition, meaning of Entrepreneurship”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Introduction, Definition, meaning of Entrepreneurship	2	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 2

Session Outcome: Student understand “Entrepreneurial traits”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction

30	Entrepreneurial traits	2	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 3

Session Outcome: Student understand “Entrepreneurial Culture”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Entrepreneurial Culture	2	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 4

Session Outcome: Student understand “Administrative culture Vs Entrepreneurial Culture”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Administrative culture Vs Entrepreneurial Culture	2	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 5

Session Outcome: Student understand “Entrepreneur vs. Manager”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Entrepreneur vs. Manager	2	Deliver Lecture
5	Q & A		Interaction
5	Summary		Deliver Lecture/

			Interaction
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Session Number: 6

Session Outcome: Student understand “Entrepreneur vs. Intrapreneur”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Entrepreneur vs. Intrapreneur	2	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 7

Session Outcome: Student understand “The Entrepreneurial decision process”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	The Entrepreneurial decision process	2	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 8

Session Outcome: Student understand “Role of Entrepreneurship in Economic Development”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Role of Entrepreneurship in Economic Development	2	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 9

Session Outcome: Student understand “Ethics and Social Responsibility of Entrepreneurs”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Ethics and Social Responsibility of Entrepreneurs	2	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 10

Session Outcome: Students Analyse the “Opportunities for Entrepreneurs in India and abroad”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Opportunities for Entrepreneurs in India and abroad	4	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 11

Session Outcome: Students understand “Woman as Entrepreneur”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Woman as Entrepreneur	2	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 12

Session Outcome: Student able to understand “Case study on Entrepreneurship”

Time(min)	Topic	BTL	Teaching – Learning
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			Method
10	Introduction		Deliver Lecture/ Interaction
30	Designing Effective HRD Programs	2	Deliver Lecture
5	Q & A		Interaction
5	Summary		Deliver Lecture/ Interaction

Session Number: 13

Session Outcome: Student able to apply “Introduction to Creating and Starting the venture”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Introduction to Creating and Starting the venture	3	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 14

Session Outcome: Student able to apply “Environmental Analysis - Search and Scanning”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Environmental Analysis - Search and Scanning	3	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 15

Session Outcome: Student able to Apply “Assessment of Opportunities”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction

30	Assessment of Opportunities	3	Deliver Lecture
5	Q & A		Interaction
5	Summary		Deliver Lecture/ Interaction

Session Number: 16

Session Outcome: Student able to Apply Business Idea, Sources of new Ideas

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture / Interaction
30	Business Idea, Sources of new Ideas	3	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 17

Session Outcome: Student able to Apply Techniques of generating ideas

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30		3	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 18

Session Outcome: Student able to Apply “Techniques of creative problem solving”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Techniques of creative problem solving	3	Deliver Lecture

5	Q & A		Interaction
5	Summary		Interaction

Session Number: 19

Session Outcome: Student able to Apply “Product planning and development process”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture / Interaction
30	Product planning and development process	3	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 20

Session Outcome: Student able to Apply “Case study –new venture”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Case study –new venture	3	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 21

Session Outcome: Student able to Understand “Introduction to the Business Plan”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Introduction to the Business Plan	3	Deliver Lecture

5	Q & A		Interaction
5	Summary		Interaction

Session Number: 22

Session Outcome: Student able to Understand “Nature and scope of business plan”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	“Nature and scope of business plan”	3	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 23

Session Outcome: Student able to Understand “Writing Business Plan”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Writing Business Plan	3	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 24

Session Outcome: Student able to Apply “Different Techniques in Evaluating Business plans”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Evaluating Business plans	3	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

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Session Number: 25

Session Outcome: Student able to Apply “ the knowledge of Using and implementing Business plans”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Using and implementing Business plans	3	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 26

Session Outcome: Student able to Apply “Marketing plan”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Marketing plan	3	Deliver Lecture/ Interaction
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 27

Session Outcome: Student able to Apply “financial plan and the organizational plan”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Financial plan and the Organizational plan	3	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 28

Session Outcome: Student able to Apply “Introduction to Financing and Managing the New Venture”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Introduction to Financing and Managing the New Venture	3	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 29

Session Outcome: Student able to Apply “ the knowledge of various Sources of Capital”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Sources of Capital	3	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 30

Session Outcome: Student able to Apply “Schemes offered by various commercial banks and financial institutions.”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Schemes offered by various commercial banks and financial institutions.	3	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 31

Session Outcome: Student able to Analyse“ Venture Capital”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Venture Capital	4	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 32

Session Outcome: Student able to Analyse“New venture Expansion Strategies and Issues”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	New venture Expansion Strategies and Issues	4	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 33

Session Outcome: Student able to Analyse “Record keeping”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Record keeping	4	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 34

Session Outcome: Student able toAnalyse “Recruitment “

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture /Interaction
30	Recruitment	4	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 35

Session Outcome: Student able to Analyse “motivating and leading teams”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Motivating and leading teams	4	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 36

Session Outcome: Student able to Analyse “financial controls, Marketing and sales controls”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	financial controls, Marketing and sales controls	4	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 37

Session Outcome: Student able to Analyse “E - Commerce and Entrepreneurship; Internet advertising”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	E - Commerce and Entrepreneurship; Internet advertising.	4	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 38

Session Outcome: Student able to Analyse “Institutional support to Entrepreneurship: Government policies and schemes for entrepreneurial development”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Institutional support to Entrepreneurship: Government policies and schemes for entrepreneurial development	4	Deliver Lecture
5	Q & A		Interaction

5	Summary		Interaction
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Session Number: 39

Session Outcome: Student able to Analyse “ Role of MSME”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Role of MSME	4	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 40

Session Outcome: Student able to Analyse “Directorate of Industries, District Industries centers (DICs)”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Directorate of Industries, District Industries centers (DICs)	4	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 41

Session Outcome: Student able to Analyse “Industrial Development Corporation (IDC), Small Scale Industries Development Corporation (SSIDCs)”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Industrial Development Corporation (IDC), Small Scale Industries Development Corporation (SSIDCs)	4	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 42

Session Outcome: Student able to Analyse “Khadi and Village Industries Commission (KVIC), Technical Consultancy Organization (TCO)”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Khadi and Village Industries Commission (KVIC), Technical Consultancy Organization (TCO)	4	Deliver Lecture

5	Q & A		Interaction
5	Summary		Interaction

Session Number: 43

Session Outcome: Student able to Analyse “Small Industries Service Institute (SISI), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI)”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Small Industries Service Institute (SISI), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI)	4	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 43

Session Outcome: Student able to Analyse Human Resource Development practices in Indian Industries

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Human Resource Development practices in Indian Industries	4	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 44

Session Outcome: Student able to Analyse “Small Industries Development Bank of India (SIDBI)”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/ Interaction
30	Small Industries Development Bank of India (SIDBI)	4	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 45

Session Outcome: Student able to Analyse “Case study Institutional support to Entrepreneurship”

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction		Deliver Lecture/

			Interaction
30	Case study Institutional support to Entrepreneurship	4	Deliver Lecture
5	Q & A		Interaction
5	Summary		Interaction

Session Number: 46

Session Outcome: Student able to Analyse “The recent Trends in Entrepreneurship with Case study”

Time(min)	Topic						BTL	Teaching – Learning Method							
10	Introduction							Deliver Lecture/ Interaction							
30	The recent Trends in Entrepreneuership with Case study						4	Deliver Lecture							
5	Q & A							Interaction							
5	Summary							Interaction							
Evaluation Component	Weightage/Marks	Date	Duration (Hours)	CO 1			CO 2			CO 3			CO 4		
COI Number				1	2	3	1	2	3	1	2	3	1	2	3
BTL				2	2	2	4	4	4	2	2	2	4	4	4
Test 1	Weightage (10%)		90 mins	2	4	4									
	Max Marks (20)			4	8	8									
Test 2	Weightage (10%)		90 mins				2	4	4						
	Max Marks (20)						4	8	8						
Test 3	Weightage (10%)		90 mins							2	4	4			
	Max Marks (20)									4	8	8			
Active Learning	Weightage (15%)			Active Learning											
	Max Marks (15)														
Attendance	Weightage (5%)			Attendance											
	Max Marks (5)														
Semester End Exam	Weightage (50%)		180 mins	2	4	4	2	4	4	2	4	4	4	8	8
	Max Marks(50)			2	4	4	2	4	4	2	4	4	4	8	8
		Question Number			1	2-6	7	1	2-6	7	1	2-6	7	1	2-6

Course Team members, Chamber Consultation Hours and Chamber Venue details:

S.No.	Name of Faculty	Chamber Consultation Day(s)	Chamber Consultation Timings for each day	Chamber Consultation Room No:	Signature of Course faculty
01	Dr. A.B. Saraswathi	Thursday = 12 days in a semester	4-5 pm	New Library Building, 4 th Floor Faculty Cubicals	
02	Dr. Venk. Madhav	Thursday = 12 days in a semester	4-5 pm	New Library Building, 4 th Floor Faculty Cubicals	
03	Dr. A.V.N. Murthy	Thursday = 12 days in a semester	4-5 pm	EEE Block R.No:	

Signature of COURSE COORDINATOR:

Approved By



Hari Kiran Vege,

Recommended by HEAD OF DEPARTMENT:

for ^{Assoc. Dean-TLP} **DEAN ACADEMICS (Sign with Office Seal)**

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