

**Uka Tarsadia University**



**B.B.A.**

**Fundamentals of Entrepreneurship  
(030030406)**

**4<sup>th</sup> Semester**

**Effective from January-2013**

# Uka Tarsadia University

## Fundamentals of Entrepreneurship (030030406)

BBA (Sem.-4) Syllabus, effective from January-2013

**Course Objective and Outcome:** To familiarize students with various aspects of entrepreneurship.

**Total Hours: 52**

**[4 hrs. per week]**

### Unit-1 Introduction to Entrepreneurship

**[Weightage 25%]**

- 1.1. Concept of Entrepreneurship
- 1.2. Entrepreneurial motivating factors
- 1.3. Entrepreneurship Development Programme- Course Content and Phases of EDP
- 1.4. Difference between Entrepreneur and Manager
- 1.5. Barriers to Entrepreneurship

### Unit-2 Women Entrepreneurship and Rural Entrepreneurship

**[Weightage 25%]**

- 2.1. Concept of Women Entrepreneurs
- 2.2. Growth of Women Entrepreneurship
- 2.3. Problems of Women Entrepreneurs
- 2.4. Meaning Rural Entrepreneurship
- 2.5. Need for Rural Entrepreneurship
- 2.6. Problems of Rural Entrepreneurship
- 2.7. How to develop Rural Entrepreneurship

### Unit-3 Small Scale Enterprises

**[Weightage 25%]**

- 3.1. Small Enterprises: Definition, Characteristics
- 3.2. Opportunities for an Entrepreneurial Carrier
- 3.3. Problem of Small-Scale Industries
- 3.4. Registration process for Small Scale Industry
- 3.5. Whom to approach for various activities while setting up a Small Scale Enterprise

## Unit-4 Project

[Weightage 25%]

- 4.1. Project Identification and Selection
- 4.2. Project Formulation: Stages, Planning commission's Guidelines for Formulating a project report
- 4.3. Specimen of a project report
- 4.4. Concept of Financial Assistance
- 4.5. Types of Financial Assistance- Direct and Indirect (brief introduction)
- 4.6. Loan Procedure

### Text Book:

S.S. Khanka, (2004), *Entrepreneurial Development*, 5th Ed., S. Chand & Company Ltd., New Delhi 110-055.