

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Govt. of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt. of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

Bachelor of Business Administration (BBA-General)

Semester - IV

Course Code	UM4SEBBA02	Title of the Course	ENTREPRENEURSHIP DEVELOPMENT
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. Student will understand the concepts of Entrepreneurship and build an understanding about business situations in which entrepreneurs act.
	2. For qualify students it helps to analyse the various aspects, scope and challenges under an entrepreneurial venture.
	3. To get the knowledge about classification and types of entrepreneurs and the process of entrepreneurial project development by understanding the Emerging areas of Entrepreneurship.

Course Content		
Unit	Description	Weightage (%)
1.	Fundamentals of Entrepreneurship Entrepreneur - Meaning and definition - Types of Entrepreneurs - Role of Entrepreneurs in Economic development- Entrepreneur vs. Intrapreneur Entrepreneurship - Meaning and definition - Characteristics of Entrepreneurship -Theories of Entrepreneurship - Factors influencing Entrepreneurship Growth	50 %
2.	Entrepreneurial Motivation & Development Theories of entrepreneurial motivation - Maslow's Need Hierarchy Theory - McClelland's Acquired Theory - Motivating factors (Internal & external) Concept & role of EDP Role Of Government in Organizing	50 %

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	EDP's - Concept of Emerging areas of Entrepreneurship (Women Entrepreneurship, Social Entrepreneurship, Rural Entrepreneurship and International entrepreneurship)	
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Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g Power Point presentation, Audio-Visual Presentation),lectures, group discussions, assignments , and browsing e- resources
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage %
1.	Internal Written Examination	30 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	20%
3.	External Examination	50 %

Course Outcomes	
1.	Learners will pick up about Foundation of Entrepreneurship Development and its theories.
2.	Learners will identify the type of entrepreneur and the steps involved in an entrepreneurial venture.
3.	Learners will understand various steps involved in starting a venture and to explore marketing methods & new trends in entrepreneurship.

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Suggested References	
Sr. No.	References
1	Entrepreneurship Development by S. S. Khanka
2	Entrepreneurship Development and Project Management by Neeta Baporikar
3	Dynamics of Entrepreneurial development & Management by Vasant Desai, Himalaya Publications.
4	Entrepreneurship by Robert Hisrich, Michael Peters ,Dean Shepherd
5	Entrepreneurial Development in India by Gupta and Shrinivasan.
