



# SWARNANDHRA

## COLLEGE OF ENGINEERING & TECHNOLOGY

(AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with 'A' Grade - 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956, Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada, Seetharampuram, W.G.D.L., Narsapur-534280, (Andhra Pradesh)

### DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### TEACHING PLAN

| Course Code | Course Title                 | Semester | Branch | Contact Periods /Week | Academic Year | Date of commencement of Semester |
|-------------|------------------------------|----------|--------|-----------------------|---------------|----------------------------------|
| 24MBIT05    | ENTREPRENEURSHIP DEVELOPMENT | I        | MBA    | 5                     | 2025-26       | 24/08/2025                       |

#### COURSE OUTCOMES

|   |                                                                                                                                                                      |
|---|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | A study investigating students' attitudes and motivations after completing an entrepreneurial program.                                                               |
| 2 | Describe the ways in which entrepreneurs perceive opportunity, manage risk, organize resources and add value.                                                        |
| 3 | Develop a plan for implementing entrepreneurial activities in a globalised and competitive environment being responsible for the social, ethical and culture issues. |
| 4 | Entrepreneurship and innovation from both a theoretical and practical perspective, and the role of the entrepreneur in the new enterprise creation process.          |
| 5 | Think creative and innovative.                                                                                                                                       |

| UNIT  | Out Comes / Bloom's Level                                                                              | Topics No.   | Topics/Activity                           | Text Book / Reference | Contact Hour | Delivery Method                               |  |
|-------|--------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------|-----------------------|--------------|-----------------------------------------------|--|
| I     | A study investigating students' attitudes and motivations after completing an entrepreneurial program. | Introduction |                                           |                       |              |                                               |  |
|       |                                                                                                        | 1.1          | Definition of Entrepreneur                | T1,R1                 | 1            | Chalk & Talk, PPT, Active Learning & Tutorial |  |
|       |                                                                                                        | 1.2          | Entrepreneurial motivation and barriers   | T1,R1                 | 1            |                                               |  |
|       |                                                                                                        | 1.3          | Internal and external factors             | T1,R1                 | 1            |                                               |  |
|       |                                                                                                        | 1.4          | Economic Barriers to Entrepreneurship     | T1,R1                 | 1            |                                               |  |
|       |                                                                                                        | 1.5          | Non-Economic Barriers to Entrepreneurship | T1,R1                 | 1            |                                               |  |
|       |                                                                                                        | 1.6          | Theories of entrepreneurship              | T1,R1                 | 1            |                                               |  |
|       |                                                                                                        | 1.7          | Classification of Entrepreneurship-       | T1,R2                 | 1            |                                               |  |
|       |                                                                                                        | 1.8          | Entrepreneurship in Developing Economy    | T1,R2                 | 1            |                                               |  |
|       |                                                                                                        | 1.9          | Entrepreneurial Values and Attitudes      | T1,R2                 | 2            |                                               |  |
| Total |                                                                                                        |              |                                           |                       | 10           |                                               |  |



# SWARNANDHRA

## COLLEGE OF ENGINEERING & TECHNOLOGY

(AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with "A" Grade – 3.32 CGPA Recognized under 2(f) & 12(B) of UGC Act 1956. Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada Seetharampuram, W G DT., Narsapur-534280, (Andhra Pradesh)

|       |                                                                                                                                                                      |                        |                                                   |       |   |                                                          |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|---------------------------------------------------|-------|---|----------------------------------------------------------|
| II    | Describe the ways in which entrepreneurs perceive opportunity, manage risk, organize resources and add value.                                                        | Problems & Support     |                                                   |       |   | Chalk & Talk, PPT Tutorial, Active Learning & Case Study |
|       |                                                                                                                                                                      | 2.1                    | Incubation and Take-off                           | T1,R2 | 1 |                                                          |
|       |                                                                                                                                                                      | 2.2                    | Problems encountered Structural                   | T1,R2 | 1 |                                                          |
|       |                                                                                                                                                                      | 2.3                    | Financial and Managerial Problems                 | T1,R3 | 1 |                                                          |
|       |                                                                                                                                                                      | 2.4                    | Types of Uncertainty                              | T1,R3 | 1 |                                                          |
|       |                                                                                                                                                                      | 2.5                    | Institutional support for new ventures            | T1,R2 | 1 |                                                          |
|       |                                                                                                                                                                      | 2.6                    | Supporting organizations                          | T1,R2 | 1 |                                                          |
|       |                                                                                                                                                                      | 2.7                    | Incentives and facilities                         | T3,R2 | 1 |                                                          |
|       |                                                                                                                                                                      | 2.8                    | Financial Institutions and Small-scale Industries | T1,T2 | 1 |                                                          |
|       |                                                                                                                                                                      | 2.9                    | Govt. Policies for SSIs                           | T1,T2 | 1 |                                                          |
| 2.10  | Role of SIDBI in Project Management                                                                                                                                  | T3,R2                  | 1                                                 |       |   |                                                          |
| Total |                                                                                                                                                                      |                        |                                                   | 10    |   |                                                          |
| III   | Develop a plan for implementing entrepreneurial activities in a globalised and competitive environment being responsible for the social, ethical and culture issues. | Types of Entrepreneurs |                                                   |       |   | Chalk & Talk, PPT, Tutorial                              |
|       |                                                                                                                                                                      | 3.1                    | Family and non-family entrepreneurs               | T2,T3 | 1 |                                                          |
|       |                                                                                                                                                                      | 3.2                    | Role of Professionals                             | T2,T3 | 1 |                                                          |
|       |                                                                                                                                                                      | 3.3                    | Professionalism vs. family entrepreneurs          | T2,T3 | 1 |                                                          |
|       |                                                                                                                                                                      | 3.4                    | Sick industries                                   | T2,R3 | 1 |                                                          |
|       |                                                                                                                                                                      | 3.5                    | Reasons for Sickness                              | T1,T3 | 2 |                                                          |
|       |                                                                                                                                                                      | 3.6                    | Remedies for Sickness                             | T2,T3 | 2 |                                                          |
|       |                                                                                                                                                                      | 3.7                    | Role of BIFR in revival                           | T2,T3 | 1 |                                                          |
| 3.8   | Bank Syndications                                                                                                                                                    |                        | 1                                                 |       |   |                                                          |
| Total |                                                                                                                                                                      |                        |                                                   | 10    |   |                                                          |
| IV    | Entrepreneurship & innovation from both theoretical & practical perspective & role of entrepreneur in new enterprise creation process.                               | Project Analysis       |                                                   |       |   | Chalk & Talk, PPT Tutorial, Active Learning & Case Study |
|       |                                                                                                                                                                      | 4.1                    | Meaning and Definition of Project                 | T2,T3 | 2 |                                                          |
|       |                                                                                                                                                                      | 4.2                    | Types & Characteristics                           | T1,T3 | 1 |                                                          |
|       |                                                                                                                                                                      | 4.3                    | Project Phases                                    | T1,T3 | 1 |                                                          |
|       |                                                                                                                                                                      | 4.4                    | Project Life Cycle                                | T2,R3 | 1 |                                                          |
|       |                                                                                                                                                                      | 4.5                    | Project Family Tree                               | T2,T3 | 1 |                                                          |
|       |                                                                                                                                                                      | 4.6                    | Feasibility Analysis                              | T2,T3 | 2 |                                                          |
| 4.7   | Project Report                                                                                                                                                       | T2,T3                  | 2                                                 |       |   |                                                          |
| Total |                                                                                                                                                                      |                        |                                                   | 11    |   |                                                          |



# SWARNANDHRA COLLEGE OF ENGINEERING & TECHNOLOGY (AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by  
NAAC with "A" Grade – 3 32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956,  
Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada  
Seetharamapuram, W.G DT., Narsapur-534280, (Andhra Pradesh)

|                             |                                | Development of Enterprise |                                        |       |    |                             |
|-----------------------------|--------------------------------|---------------------------|----------------------------------------|-------|----|-----------------------------|
| V                           | Think creative and innovative. | 5.1                       | Concept and development of Enterprise  | T1,R1 | 1  | Chalk & Talk, PPT, Tutorial |
|                             |                                | 5.2                       | Procedure of starting Enterprise       | T2,R2 | 2  |                             |
|                             |                                | 5.3                       | Vital Decision to make during start up | T1,R1 | 2  |                             |
|                             |                                | 5.4                       | Project Report Preparation             | T2,R2 | 1  |                             |
|                             |                                | 5.5                       | Choice of Enterprise                   | T2,R2 | 2  |                             |
|                             |                                | 5.6                       | Market Assessment of Enterprise        | T1,R1 | 2  |                             |
| Total                       |                                |                           |                                        |       | 10 |                             |
| Revision                    |                                |                           |                                        |       | 10 |                             |
| CUMULATIVE PROPOSED PERIODS |                                |                           |                                        |       | 60 |                             |

## Text Books:

| S.No. | AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION                                        |
|-------|-----------------------------------------------------------------------------------------------------|
| T1    | Vasant Desai, The Dynamics of Entrepreneurial Development and Management, Himalaya publishing, 2022 |
| T2    | Bridge Setal-Understanding Enterprise: Entrepreneurship and Small Business (Palgrave, 2003)         |
| T3    | Singh P & Bhanderkar A-Winning the Corporate Olympiad: The Renaissance paradigm (Vikas)             |

## Reference Books:

| S.No. | AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION |
|-------|--------------------------------------------------------------|
| R1    | Couger, C-Creativity and Innovation (IPP, 1999)              |
| R2    | Nina Jacob, -Creativity in Organisations (Wheeler, 1998)     |
| R3    | Dollinger M J-Entrepreneurship (Prentice-Hall, 1999).        |

## Web Details

|   |                                                                                                                             |
|---|-----------------------------------------------------------------------------------------------------------------------------|
| 1 | <a href="https://ncert.nic.in/textbook/pdf/lebs103.pdf">https://ncert.nic.in/textbook/pdf/lebs103.pdf</a>                   |
| 2 | <a href="https://onlinecourses.swayam2.ac.in/imb22_mg02/preview">https://onlinecourses.swayam2.ac.in/imb22_mg02/preview</a> |

|                           | Name               | Signature with Date |
|---------------------------|--------------------|---------------------|
| i. Faculty                | Dr. NGS. PRASAD    | <i>Prasad</i>       |
| ii. Course Coordinator    | D. Haleena         | <i>Haleena</i>      |
| iii. Module Coordinator   | Dr.O.V.A.M.Sridevi | <i>Sridevi</i>      |
| iv. Programme Coordinator | Dr.G.Grace         | <i>Grace</i>        |

Principal  
**PRINCIPAL**  
**Swarnandhra College of Engineering & Technology**  
**SEETHARAMAPURAM**  
**NARSAPUR - 534 280, W.G.D.**