

# Four Year Under Graduate Programme (FYUGP)

As per provisions of NEP-2020

Vinoba Bhave University Hazaribag



Subject Name: **Entrepreneurship**

*Under*

**Introductory Vocational Studies**

Subject Code: **-IVS-1A**

To be implemented from the Academic Year **2022-23**

(From session 2022-26)

Syllabus for Semester -I

Members of the Board of Study

Dr. M.Alam  
(Dean, Commerce)

Dr. R.N. Sinha  
(Dean, Science)

Dr. Namita Gupta  
(Dean, Soc. Science)

Prof. M.K. Singh  
(Dean, Humanities)

Dr. Indrajit Kumar  
(NEP-Coordinator)

Dr. Rakho Hari Prasad  
(Director, Sports)

Dr. K. K. Gupta  
(HOD, Zoology)

Dr. R. K. Dwivedi  
(HOD, Maths.)

**SEMESTER I**

**Entrepreneurship**

**1 Paper**

**Introductory Vocational Studies**

Subject Code: IVS-1A

(Credits: Theory-03, Practicals-0)

The paper 'Entrepreneurship' is under Introductory Vocational Studies. It is to be studied by the Students of all the four disciplinary areas viz. Natural Sciences, Humanities, Social Sciences and Commerce.

Marks: 25 (5 Attendance & others + 20 SIE: 1.5Hr) + 75 (ESE: 3Hrs) = 100

Pass Marks: Th (MSE + ESE) = 40

***Instruction to Question Setter***

Semester Internal Examination (SIE 20+5=25 marks):

The Semester Internal Examination shall have two components. (a) One Semester Internal Assessment Written Test (SIA) of 20 Mark (b) Class Attendance Score (CAS) including the behaviour of the student towards teachers and other students of the College of 5 marks.

End Semester Examination (ESE 75 marks):

There will be **two** group of questions. **Group A** will contain three questions in which all are to be answered. **Question No.1** will be **very short answer type (not MCQ)** consisting of five questions of 1 mark each. **Question No.2 & 3** will be **short answer type** of 5 marks each. **Group B** will contain **descriptive type (Long answer type)** seven questions of fifteen marks each, out of which any four are to be answered.

**Note:** There may be subdivisions in each question of **group B**.

**Theory: 45 Lectures**

**Course Objectives:**

This course is designed:

- I. To have Understanding of the dynamic role of entrepreneurship and small businesses.
- II. To know about Organizing and Managing a Business
- III. To know about Financial Planning and Control
- IV. To know about Business Plan Creation
- V. To know about Forms of Ownership for Small Business.

**Course Learning Outcomes:**

On successful completion of this course, the student will be able to have a knowledge how to start a business and to run it successfully with optimum profit.

**Course Outlines:**

Introduction to entrepreneurship, entrepreneurship development, developing of a business plan, sources of finance, forms of business, intellectual property right

### **Unit 1 Introduction**

An Overview of Entrepreneurs and Entrepreneurship, Definition, Concept of Entrepreneurship & Intrapreneurship, Characteristics and skills of entrepreneurs

**(08 Lecture)**

### **Unit 2 Entrepreneurship Development**

Entrepreneurship & Economic development, Contribution of Small and big enterprises to the economy, Entrepreneurial environment, Types of Entrepreneurs.

**(09 Lecture)**

### **Unit 3 Developing the Business Plan**

Identification of Business idea, Elements of a Business Plan, Building Competitive Advantage, Conducting feasibility Analysis, Strategy and Planning for Starting Your Small Business, Problems of small business, Introduction to marketing mix (Product, Price, Place and Promotion).

**(08 Lecture)**

### **Unit 4 Sources of finance**

Equity vs. Debt Capital, Sources of Equity Finance, Institutional finance, Venture Capital, Lease Finance

**(07 Lecture)**

### **Unit 5 Forms of business organisation**

Sole proprietorship, Partnership, Cooperative, Joint-Stock Company

**(07 Lecture)**

### **Unit 6 Intellectual Property Right**

Introduction to Intellectual Property Right, Importance of innovation, patents & trademarks in small businesses, Introduction to laws relating to IPR in India.

**(06 Lecture)**

### **Suggested Books:**

1. Hisrich & Peters, "Entrepreneurship", Tata McGraw Hill
2. Roy, Rajeev, "Entrepreneurship", Oxford University Press
3. Norman M. Scarborough, "Essentials of Entrepreneurship & Small Business Management", 6th ed. Prentice Hall
4. Dutta, Bholanath, "Entrepreneurship" Excel Books.
5. Desai, Vasant Desai and Kaur, Kulveen "Entrepreneurship: Development and Management" Himalaya Publishing House
6. Gupta and Rana, Entrepreneurship, SBPD Publication Agra
7. S. K. Singh, Entrepreneurship, SBPD Publication Agra