



## **B. J. VANIJYA MAHAVIDYALAYA**

**(Autonomous) (Grant-In-Aid)**

**(Affiliated to Sardar Patel University)**

**Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India**

**Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC**

**Syllabus as per the NEP 2020 with effect from - December 2025**

**Bachelor of Business Administration (General)**

### **Semester – IV**

<b>Course Code</b>	<b>UM04SEBBA02</b>	<b>Title of the Course</b>	<b>Entrepreneurship Development</b>
<b>Total Credits of the Course</b>	<b>02</b>	<b>Hours per week</b>	<b>02</b>

<b>Course Objectives:</b>	<ol style="list-style-type: none"><li>1) The purpose of the Entrepreneurship Development is that the students acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities.</li><li>2) To develop the ability of analyzing and understanding business situations in which entrepreneurs act and to master the knowledge necessary to plan entrepreneurial activities.</li></ol>
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<b>Course Content</b>		
<b>Unit No.</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1</b>	<b>Introduction &amp; Entrepreneurial Motivation:</b> <ul style="list-style-type: none"><li>• Introduction</li><li>• Concept of entrepreneur and entrepreneurship</li><li>• Difference between entrepreneur and intrapreneur</li><li>• Types of an entrepreneurs</li><li>• Qualities and skills of an entrepreneur</li><li>• Needs of Entrepreneurial Motivation</li><li>• Motivating Factors (Internal and External)</li><li>• Theories of Entrepreneurial Motivation</li><li>• Achievement Motivation including Kakinada Experiment</li></ul>	<b>50%</b>
<b>2</b>	<b>Entrepreneurial Development Programs And Small Scale Industries:</b> <ul style="list-style-type: none"><li>• Concept and Need of EDP Phases of EDP</li><li>• Process of EDP</li><li>• Role of Government:</li></ul>	<b>50%</b>



	<ul style="list-style-type: none"> <li>• Role of MDI, EDII, NIESBUD</li> <li>• Role of NAYE for promoting women entrepreneurship</li> <li>• Definition as per MSMED Act-2006</li> <li>• Classifications of small scale industry</li> <li>• Procedure to start small scale industries</li> <li>• Importance of small scale industries in Indian economy</li> <li>• Problems of small scale industries</li> </ul>	
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<b>Teaching-Learning Methodology</b>	The course would be taught /learnt through ICT (e.g. Power Point Presentation, Audio-Visual Presentation), Lectures, Group Discussions, Quizzes, Assignments, Case Study and Browsing E- Resources.
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#### Internal and External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
<b>Total Internal (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>
<b>Final Examination (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>

Sr. No.	Course Outcomes: Having completed this course, the learner will be able to
1)	To able collect and analyse data to assess the attractiveness of new business opportunities in regards to the market, the industry.
2)	To transform an initial idea into a fully-fledged business opportunity and effectively Communicate this opportunity through a business plan and pitch.
3)	You have developed your skills in effectively working in and leading professional.
4)	To understand the key risks and the most effective processes in bringing different types of products or services to market
5)	To detect weaknesses and strengths within a business opportunity, and give suggestions of how to improve these weaknesses and utilize these strengths.

Sr. No.	Suggested References:
1)	Desai Vasant, “ Dynamics of entrepreneurial Development and Management,”
2)	“ Sucessful Entrepreneurship,” Kanishka Publishers, Distributors, New Delhi
3)	“Entrepreneurial Development,” Sultan chand And Sons, New Delhi. Kulshreshta Kalyani