

Centre for Management Studies

Dibrugarh University

Course Code : 50400 [BBA]

Course Name : Entrepreneurship Development

Course Type : Core

Prerequisites : None

Objective : Entrepreneurship is one of the major focus areas of the discipline of management. This course introduces entrepreneurship to budding managers.

Evaluation : *Internal assessment*: 25 marks (2 Sessional Examination – 10 marks; 1 Project – 10 marks, Attendance – 5 marks); *End Semester Examination*: 75 marks

Instructor : Himadri Barman (himadri@cmsdu.org; <https://himadri.cmsdu.org>)

Detailed Course Outline

Unit I: Introduction to Entrepreneurship: The entrepreneur; Definition; Emergence of entrepreneurial class; Theories of entrepreneurship; role of Socio-economic environment; characteristics of entrepreneur; Leadership; Risk taking, Decision-making and business planning.

Unit II: Small and Medium Enterprises (SMEs): The Micro, Small and Medium Enterprises Development Act, 2006; Other Legal requirements; Raising of funds, Documents required.

Unit III: Site Selection: Introduction, Factors of site selection, Sources of site, Advantage of Proper site selection.

Unit IV: Project Report: Defining a Project, Project Report; Preparing a Project Report – economic viability, technical feasibility; Professional help in preparing Project Reports.

Unit V: Policies: Industrial Policies of the Central and State Governments, Various Incentive Schemes, Special policies for the North East Region (NER) of India to promote entrepreneurship.

Suggested Books:

1. Kalita J C, Self-Employment through Entrepreneurship, IIE
2. Charantimath P M, Entrepreneurship Development and Small Business Enterprises, Pearson
3. Small Business Management, Kalyani Publishers