

## **FOUNDATION COURSE - 9**

### **ENTREPRENEURSHIP**

Syllabus, For all Degree Programmes.

w.e.f. 2015-16 (Revised in April, 2016)

(Total 30 Hrs)

**Unit-I: Entrepreneurship:** Entrepreneur characteristics – Classification of Entrepreneurships – Incorporation of Business – Forms of Business organizations – Role of Entrepreneurship in economic development – Start-ups.

**Unit-II: Idea Generation and Opportunity Assessment:** Ideas in Entrepreneurships – Sources of New Ideas – Techniques for generating ideas – Opportunity Recognition – Steps in tapping opportunities.

**Unit-III: Project Formulation and Appraisal :** Preparation of Project Report – Content; Guidelines for Report preparation – Project Appraisal techniques – economic – Steps Analysis; Financial Analysis; Market Analysis; Technical Feasibility.

**Unit-iv: Institutions Supporting Small Business Enterprises:** Central level Institutions: NABARD; SIDBI, NIC, KVIC; SIDIO; NSIC Ltd; etc. – state level Institutions – DICs- SFC- SSIDC- Other financial assistance.

**Unit-V: Government Policy and Taxation Benefits:** Government Policy for SSIs- tax Incentives and Concessions – Non-tax Concessions – Rehabilitation and Investment Allowances.

#### **Reference Books:**

1. Arya Kumar, Entrepreneurship, Pearson, Delhi, 2012.
2. Poornima M.CH., Entrepreneurship Development – Small Business Enterprises, Pearson, Delhi, 2009
3. Michael H. Morris, ET. al., Entrepreneurship and Innovation, Cengage Learning, New Delhi, 2011

4. Kanishka Bedi, Management and Entrepreneurship, Oxford University Press, Delhi, 2009
5. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, New Delhi, 2011
6. Khanka, SS, Entrepreneurship Development, S. Chand, New Delhi.
7. Peter F. Drucker, Innovation and Entrepreneurship.
8. A.Sahay, M. S. Chhikara, New Vistas of Entrepreneurship: Challenges & Opportunities.

**Sri Venkateswara University : TIRUPATI**

**ENTREPRENEURSHIP**

**Model Question Paper 2016-17**

Answer FIVE questions choosing ONE question from each unit : Marks 5 x 10 = 50

**UNIT I**

Q 1. Define Entrepreneurship and explain its functions

OR

Q 2. Explain the importance of women entrepreneurship

**UNIT II**

Q 3. What is the meaning of motivation and describe the factors of motivation towards entrepreneurship

OR

Q. 4. Explain the entrepreneurial competency in various fields

**UNIT III**

Q. 5. Define Micro Enterprise and explain its characteristics

OR

Q.6. Explain the importance of Small Enterprises in economic development

**UNIT IV**

Q. 7. Explain the need of Institutional support for the development of Micro Enterprises

OR

Q.8. Briefly explain the Institutional support provided by the government for the development of small enterprises

**UNIT V**

Q. 9. What are the incentive policies for the small enterprises

OR

Q. 10. Explain the Government support provided to Micro enterprises.