

**Ramakrishna Mission Vivekananda College (Autonomous), Chennai – 4**  
**Department of Business Administration**  
**B.B.A. Syllabus from Academic Year 2019-20**

<b>Year, Semester &amp; Major/Allied/Elective</b>	<b>Third Year – Fifth Semester – Core Elective Paper No. 2</b>		
<b>Subject Title</b>	<b>Entrepreneurship &amp; Project Management</b>		
<b>L T P &amp; Credits</b>	4 0 0 5 Credits	<b>Teaching Hours</b>	70 Hours

<b>Unit</b>	<b>Contents</b>	<b>Hrs.</b>
I	<b>Entrepreneurship:</b> Definition – Features of an Entrepreneur – Entrepreneur Vs. Manager – Classification of Entrepreneurs – Functions of Entrepreneur – Problems faced by an Entrepreneur – Factors Influencing Entrepreneurship – Entrepreneurship as a Style of Management – Role of Entrepreneurship in the Development of Economy.	10
II	<b>Business Ideation:</b> Search for Business Idea – Sources and Selection – Opportunity Identification – Constraints – Environmental Analysis – Selecting Form of Organization. <b>Financial Analysis:</b> Cost Estimation & Budgeting – Cost Benefit Analysis – Project Cost Preparation – Business Feasibility Study – Sources of Venture Finance – Preparation of Business Plan.	15
III	<b>Trends in Entrepreneurship:</b> Social Entrepreneurship – Rural Entrepreneurship – Women Entrepreneurship – Technopreneurship – Ecopreneurship – Family Business Ownership – Franchising – Crowdfunding – Angel Investing – Seed Funding – Incubation Support – Disruptive Innovation – Coworking – Freelancing – Social Shopping.	10
IV	<b>Government Schemes:</b> Micro, Small & Medium Enterprises (MSME) – Start-up India – Make in India – Government Incentives & Subsidies – Central Government & State Schemes – Exploring Export Possibilities – Incentives for Exports – Entrepreneurial Development Programmes in India.	15
V	<b>Project Management Basics:</b> Project – Project Management – Types of Projects – Project Life Cycle – Roles & Responsibilities of Project Manager – Process of Project Planning – Project Implementation Stages – Bottlenecks – Guidelines for effective implementation.	10
VI	<b>Project Monitoring &amp; Evaluation:</b> Management Techniques for Project Management – Project Monitoring – Performance Measurement & Improvement – Management Reporting – Project Report – Project Evaluation – Project Review.	10

<b>Student Performance Assessment and Evaluation:</b>	
Continuous Internal Assessment	Class Tests – 5 Marks, Model Exam – 10 Marks, Assignments & Seminars – 10 Marks. <b>Total – 25 Marks</b>
End Semester Exam	Section A – 10x2 = 20 Marks (10 out of 12) Section B – 5x5 = 25 Marks (5 out of 7) Section C – 2x15 = 30 Marks (2 out of 4) <b>Total - 75 Marks</b>

<b>Text &amp; Reference Books:</b>	
<ol style="list-style-type: none"> <li>1. Entrepreneurship &amp; Small Business Management, C B Gupta &amp; S.S. Khanka, Sultan Chand.</li> <li>2. Entrepreneurial Development, S.S. Khanka, S. Chand</li> <li>3. Entrepreneurial Development, C.B. Gupta &amp; N.P. Srinivasan, Sultan Chand</li> <li>4. Project Management – Harvey Maylor – Macmillan India Ltd.</li> <li>5. Project Management – S. Choudhury – Tata McGraw Hill publishing</li> <li>6. Project Management Principles &amp; Techniques – B.B. Goel- Deep &amp; Deep publications Pvt Ltd.</li> </ol>	