



PARVATHANENI BRAHMAYYA
SIDDHARTHA COLLEGE OF ARTS & Science
Autonomous
Siddhartha Nagar, Vijayawada – 520010.
Re-accredited at 'A+' by the NAAC

23COSDL101: Entrepreneurship Development

Offered to : B.Com (CA)

Semester : I

30 Hours

Credits : 2

Learning Outcomes:

After successful completion of the course the student will be able to;

- Understand the concept of Entrepreneurship, its applications and scope.
- Know various types of financial institutions that help the business at Central, State and Local Level
- Understand Central and State Government policies, Aware of various tax incentives, concessions
- Applies the knowledge for generating a broad idea for a starting an enterprise/start up
- Understand the content for preparing a Project Report for a start-up and differentiate between financial, technical analysis and business feasibility.

Unit-I: Entrepreneurship: Definition and Concept of entrepreneurship - Entrepreneur Characteristics– Classification of Entrepreneurs –Role of Entrepreneurship in Economic Development –Start- ups.

Unit-II: Idea Generation and Project Formulation: Ideas in Entrepreneurships – Sources of New ideas – Techniques for Generating Ideas – Preparation of Project Report –Contents; Guidelines for Report preparation – Project Appraisal Techniques –Economic Analysis-Financial Analysis-Market Analysis.

Unit-III: Institutions Supporting and Taxation Benefits: Central level Institutions: NABARD; SIDBI,– State Level Institutions –DICs – SFC - Government Policy for MSMEs - Tax Incentives and Concessions.

Text Books:

Entrepreneurship Development : Himalaya Publishing House, Authors: Dr K Venkat Nagaraj, Lt. Dr. G Ranganatham Sri Lakshmi Yarlagadda

Reference Books:

1. Entrepreneurship : Kalyani Publications

Suggested Co-Curricular Activities (As far as possible)

1. Group Discussion
2. Debate
3. Seminar
4. Visit to an SSI and preparing of an outline Report
5. Invited Lecture by a Bank Employee on the Bank Support to a Start Up.

