



## ENTREPRENEURSHIP DEVELOPMENT AND SMALL BUSINESS ENTERPRISE (CE833OE) COURSE PLANNER

### I.COURSE PURPOSE:

To educate the upcoming management students on the basics and latest technological trends in the areas of management and their various applications.

### II.COURSE PRE REQUISITES:

- ❖ It enables students to learn the basics of Entrepreneurship and
- ❖ Entrepreneurial development which will help them to provide vision for their own Start-up.

### III.COURSE OBJECTIVE:

CO 1	Understanding basic concepts in the area of entrepreneurship
CO 2	Understanding the role and importance of entrepreneurship for economic development
CO 3	Understanding the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures
CO 4	Develop and strengthen the entrepreneurial quality, i.e. motivation or need for achievement.
CO 5	Analyze environmental set up relating to small industry and small business.

### IV. COURSE OUTCOME:

S.No	Description	Bloom's Taxonomy Level
1	A study investigating students' attitudes and motivations after completing an entrepreneurial program	Understand
2	Describe the ways in which entrepreneurs perceive opportunity, manage risk, organize resources and add value.	Remember
3	Develop a plan for implementing entrepreneurial activities in a globalised and competitive environment being responsible for the social, ethical and culture issues.	Understand
4	Discuss what is meant by entrepreneurship and innovation from both a theoretical and practical perspective, and the role of the entrepreneur in The new enterprise creation process.	Remember
5	Critique a plan for implementing entrepreneurial activities in a globalised and competitive environment being mindful of the social, ethical and Culture issues.	Understand

### V.HOW PROGRAM OUTCOMES ARE ASSESSED:

	Program Outcomes (PO)	Level	Proficiency assessed by
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<b>PO1:</b>	<b>Engineering knowledge:</b> Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.	<b>3</b>	Assignments, Tutorials, Mock Tests
<b>PO2:</b>	<b>Problem analysis:</b> Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and Engineering sciences.	<b>3</b>	Assignments, Tutorials
<b>PO3:</b>	<b>Design/development of solutions:</b> Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental Considerations.	<b>3</b>	Assignments, Tutorials, Mock Tests
<b>PO4:</b>	<b>Conduct investigations of complex problems:</b> Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to Provide valid conclusions.	<b>3</b>	Assignments, Tutorials, Mock Tests
<b>PO5:</b>	<b>Modern tool usage:</b> Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the Limitations.	<b>2</b>	Assignments, Tutorials, Mock Tests
<b>PO6:</b>	<b>The engineer and society:</b> Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.	<b>3</b>	Assignments, Tutorials, Mock Tests
<b>PO7:</b>	<b>Environment and sustainability:</b> Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable Development.	<b>2</b>	Assignments, Tutorials, Mock Tests
<b>PO8:</b>	<b>Ethics:</b> Apply ethical principles and commit to professional ethics and Responsibilities and norms of the engineering practice.	<b>-</b>	<b>-</b>
<b>PO9:</b>	<b>Individual and team work:</b> Function effectively as an individual, and as A member or leader in diverse teams, and in multidisciplinary teams.	<b>1</b>	Tutorials
<b>PO10:</b>	<b>Communication:</b> Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear Instructions.	<b>-</b>	<b>-</b>



<b>PO11:</b>	<b>Project management and finance:</b> Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.	<b>2</b>	Assignments, Tutorials, Mock Tests
<b>PO12:</b>	<b>Life-long learning:</b> Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest Context of technological change.	<b>2</b>	Slip Test

**1: Slight (Low)    2: Moderate (Medium)    3: Substantial (High)    - : None**

<b>Program Specific Outcomes (PSO)</b>		<b>Level</b>	<b>Proficiency assessed by</b>
<b>PSO1</b>	<b>Foundation of mathematical concepts:</b> To use mathematical Methodologies to crack problem using suitable mathematical analysis, data structure and suitable algorithm.	<b>3</b>	Lecture Assignment
<b>PSO2</b>	<b>Foundation of Computer System:</b> The ability to interpret the fundamental concepts and methodology of computer systems. Students can understand the functionality of hardware and software aspects of computer systems.	<b>2</b>	Lecture Assignment
<b>PSO3</b>	<b>Foundations of Software development:</b> The ability to grasp the software development lifecycle and methodologies of software systems. Possess competent skills and knowledge of software design process. Familiarity and practical proficiency with a broad area of programming concepts and provide new ideas and innovations towards research.	<b>--</b>	<b>--</b>

**1: Slight (Low)    2: Moderate (Medium)    3: Substantial (High)    None**

## **JNTU SYLLABUS**

### **Unit – 1: Entrepreneurial Perspectives:**

Evolution, Concept of Entrepreneurship, Types of Entrepreneurs, Entrepreneurial Competencies, Capacity Building for Entrepreneurs. Entrepreneurial Training Methods; Entrepreneurial Motivations; Models for Entrepreneurial Development, The process of Entrepreneurial Development.

### **Unit – 2: New Venture Creation:**

Introduction, Mobility of Entrepreneurs, Models for Opportunity Evaluation; Business plans Purpose, Contents, Presenting Business Plan, Procedure for setting up Enterprises, Central Level - Startup and State level - T Hub, Other Institutions initiatives.

### **Unit – 3: Management of MSMEs and Sick Enterprises**

Challenges of MSMEs, Preventing Sickness in Enterprises – Specific Management Problems; Industrial Sickness; Industrial Sickness in India – Symptoms, process and Rehabilitation of Sick Units

### **Units – 4: Managing Marketing and Growth of Enterprises:**

Essential Marketing Mix of Services, Key Success Factors in Service Marketing, Cost and Pricing Branding, New Techniques in Marketing, International Trade.

### Units – 5: Strategic perspectives in Entrepreneurship:

Strategic Growth in Entrepreneurship, The Valuation Challenge in Entrepreneurship, The Final Harvest of New Ventures, Technology, Business Incubation, India way – Entrepreneurship; Women Entrepreneurs – Strategies to develop Women Entrepreneurs, Institutions supporting Women Entrepreneurship in India.

#### TEXT BOOKS:

1. Entrepreneurship Development and Small Business Enterprises, Poornima M.Charantimath, 2e, Pearson, 2014.
2. Entrepreneurship, A South – Asian Perspective, D.F.Kuratko and T.V.Rao, 3e, Cengage, 2012.

#### REFERENCES:

1. Entrepreneurship, Arya Kumar, 4 e, Pearson 2015.
- The Dynamics of Entrepreneurial Development and Management, Vasant Desai, Himalaya Publishing House, 2015.

#### LESSON PLAN-COURSE SCHEDULE:

S. No.	Week	Unit	Subject Topics / Sub-Topics	Link for PPT	Link for Pdf	Link for Small Projects/Numericals (If any)	Course Learning Outcomes	Teaching Methodologies	References
			UNIT 1						
		I	Evolution		<a href="https://drive.google.com/file/d/1MjGsVQ6PyxXoC_DQXfwSve-Ald9X73bBW/view?usp=sharing">https://drive.google.com/file/d/1MjGsVQ6PyxXoC_DQXfwSve-Ald9X73bBW/view?usp=sharing</a>		understand	Chalk & Talk	R1
			Concept of Entrepreneurship		<a href="https://drive.google.com/file/d/1BCLsD9eip90RtE_UXY2qOmvTBXvQzi3G/view?usp=sharing">https://drive.google.com/file/d/1BCLsD9eip90RtE_UXY2qOmvTBXvQzi3G/view?usp=sharing</a>		remember	Chalk & Talk	R2
			Types of Entrepreneurs		<a href="https://drive.google.com/file/d/1kHVInKN9gryhCplCvrJ5R9OhGBdQVx/view?usp=sharing">https://drive.google.com/file/d/1kHVInKN9gryhCplCvrJ5R9OhGBdQVx/view?usp=sharing</a>		remember	Chalk & Talk	T1
			Entrepreneurial Competencies		<a href="https://drive.google.com/file/d/1B">https://drive.google.com/file/d/1B</a>		remember	Chalk & Talk	T2

				<a href="https://drive.google.com/file/d/1EYSxax3uIC5yknww1QN3HDoMoxL79JA/view?usp=sharing">EYSxax3uIC5yknww1QN3HDoMoxL79JA/view?usp=sharing</a>					
			Capacity Building for Entrepreneurs, Training Methods and Models		<a href="https://drive.google.com/file/d/1G1w92jn4FIGADBF_dFCKUeBurTgENgN-/view?usp=sharing">https://drive.google.com/file/d/1G1w92jn4FIGADBF_dFCKUeBurTgENgN-/view?usp=sharing</a>		remember	Chalk & Talk	T1
			Entrepreneurial Motivations		<a href="https://drive.google.com/file/d/1AxonRV3H5N_YOSEUEK2TodxbCyEqWBpM/view?usp=sharing">https://drive.google.com/file/d/1AxonRV3H5N_YOSEUEK2TodxbCyEqWBpM/view?usp=sharing</a>		remember	Chalk & Talk	R1
			The process of Entrepreneurial Development		<a href="https://drive.google.com/file/d/1bJuOq3KrFsnwZaeg7DBjROd8aNkGTv6/view?usp=sharing">https://drive.google.com/file/d/1bJuOq3KrFsnwZaeg7DBjROd8aNkGTv6/view?usp=sharing</a>		remember	Chalk & Talk	R1
			UNIT 2 -New Venture Creation						
			Introduction		<a href="https://drive.google.com/file/d/108F4DK_6xWhw96bA9yQCfBUvwvYC2v4/view?usp=sharing">https://drive.google.com/file/d/108F4DK_6xWhw96bA9yQCfBUvwvYC2v4/view?usp=sharing</a>		understand	Students' Seminar	R2
			Mobility of Entrepreneurs		<a href="https://drive.google.com/file/d/1-LR0cO2KwsWDJ3rtD7kd-4nRvu2FksTt/view?usp=sharing">https://drive.google.com/file/d/1-LR0cO2KwsWDJ3rtD7kd-4nRvu2FksTt/view?usp=sharing</a>		remember	Chalk & Talk	T1
		II	Models for Opportunity Evaluation		<a href="https://drive.google.com/file/d/1pSbpVaG7CfIOzDpvJL_rGz1u6646Pqb2/view?usp=sharing">https://drive.google.com/file/d/1pSbpVaG7CfIOzDpvJL_rGz1u6646Pqb2/view?usp=sharing</a>		remember	PPT	R2
			Models for Opportunity Evaluation		<a href="https://drive.google.com/file/d/19WX6hjQgTMTPoAflzTlydymV9_W9ABVP/view?usp=sharing">https://drive.google.com/file/d/19WX6hjQgTMTPoAflzTlydymV9_W9ABVP/view?usp=sharing</a>		remember	PPT	R3
			Business plans – Purpose, Contents		<a href="https://drive.google.com/file/d/1T">https://drive.google.com/file/d/1T</a>		remember	Chalk & Talk	T1

			<a href="https://drive.google.com/file/d/1KQtMC2xad_7cTikXJbr0h3QCbylhBsIlg/view?usp=sharing">g4dfFLvrjuqDCM71CsucGVc-YRBXut8/view?usp=sharing</a>				
		Procedure for setting up Enterprises	<a href="https://drive.google.com/file/d/1KQtMC2xad_7cTikXJbr0h3QCbylhBsIlg/view?usp=sharing">https://drive.google.com/file/d/1KQtMC2xad_7cTikXJbr0h3QCbylhBsIlg/view?usp=sharing</a>		remember	Chalk & Talk	T2
		Central level - Startup	<a href="https://drive.google.com/file/d/1hDURLI2WhPY8KrJEI9qckRbLx3P9IZVS/view?usp=sharing">https://drive.google.com/file/d/1hDURLI2WhPY8KrJEI9qckRbLx3P9IZVS/view?usp=sharing</a>		remember	Chalk & Talk	T1
		State Level T-Hub	<a href="https://drive.google.com/file/d/1IltEQq_CiVZSjsmXEDRs5hmjVe8jDkY6/view?usp=sharing">https://drive.google.com/file/d/1IltEQq_CiVZSjsmXEDRs5hmjVe8jDkY6/view?usp=sharing</a>		remember	Chalk & Talk	T2
		Other Institutions Initiatives	<a href="https://drive.google.com/file/d/1QPdx26_qhzuSXRGrGMOktAhhChtuYAE/view?usp=sharing">https://drive.google.com/file/d/1QPdx26_qhzuSXRGrGMOktAhhChtuYAE/view?usp=sharing</a>		understand	Students' Seminar	T1
		UNIT 3					
		Challenges of MSMEs	<a href="https://drive.google.com/file/d/1BWblqRP0mh8yMiBrEWS9sgrfN8pzy80/view?usp=sharing">https://drive.google.com/file/d/1BWblqRP0mh8yMiBrEWS9sgrfN8pzy80/view?usp=sharing</a>		understand	Chalk & Talk	T1
	III	Preventing Sickness in Enterprises-Specific Management Problems	<a href="https://drive.google.com/file/d/1d0rJNVihg6qklSEp1s25khBpiHgKLpGv/view?usp=sharing">https://drive.google.com/file/d/1d0rJNVihg6qklSEp1s25khBpiHgKLpGv/view?usp=sharing</a>		remember	Chalk & Talk	T1
		Industrial Sickness	<a href="https://drive.google.com/file/d/1HCloe8Nacc-WySEHfsfUrXqnw_aFLjwbG/view?usp=sharing">https://drive.google.com/file/d/1HCloe8Nacc-WySEHfsfUrXqnw_aFLjwbG/view?usp=sharing</a>		understand	Chalk & Talk	T2
		Industrial Sickness in India- Symptoms,	<a href="https://drive.google.com/file/d/1">https://drive.google.com/file/d/1</a>		understand	Chalk & Talk	T2



			process and Rehabilitation of Sick Units		<a href="https://drive.google.com/file/d/1FDILxltztpgJrIR/view?usp=sharing">HaLywSdltuyUdyi jI1FDILxltztpgJrIR/ view?usp=sharin g</a>					
			UNIT 4-Managing Marketing and Growth							
		IV	Essential Marketing Mix of Services		<a href="https://drive.google.com/file/d/1Lw3_iaNpILEnK-9F46UhEGUoraTWx18/view?usp=sharing">https://drive.goo gle.com/file/d/1L w3_iaNpILEnK- 9F46UhEGUoraT Wx18/view?usp =sharing</a>		understand	Chalk & Talk	R1	
			Key Success Factors in Service Marketing		<a href="https://drive.google.com/file/d/10fBSkbDU3dpwZKR1ZG5ncmc4j4F3GnYr/view?usp=sharing">https://drive.goo gle.com/file/d/10 fBSkbDU3dpwZK R1ZG5ncmc4j4F3 GnYr/view?usp=s haring</a>		understand	Students' s Seminar	T1	
			Cost and Pricing		<a href="https://drive.google.com/file/d/1gdQyIBK4WCRAzAWJgoXhJTmK4Ggr9A7s/view?usp=sharing">https://drive.goo gle.com/file/d/1g dQyIBK4WCRAzA WJgoXhJTmK4Gg r9A7s/view?usp= sharing</a>		remember	Students' s Seminar	T1	
			Branding		<a href="https://drive.google.com/file/d/1Mm4k43AgaReVxxtGT_GUDS35njTvlOpm/view?usp=sharing">https://drive.goo gle.com/file/d/1 Mm4k43AgaReVx xtGT_GUDS35njT vlOpm/view?usp =sharing</a>		understand	PPT	R2	
			New Techniques in Marketing		<a href="https://drive.google.com/file/d/1y4ZxihVIBt9gh4DsMUGk0tiH4EaCZfXD/view?usp=sharing">https://drive.goo gle.com/file/d/1y 4ZxihVIBt9gh4Ds MUGk0tiH4EaCZf XD/view?usp=sh aring</a>		understand	Chalk & Talk	T2	
		V	International Trade		<a href="https://drive.google.com/file/d/1-tGDGMPuf87HAVz1FWR5yVVQ5BtEanyd/view?usp=sharing">https://drive.goo gle.com/file/d/1- tGDGMPuf87HAV z1FWR5yVVQ5Bt Eanyd/view?usp= sharing</a>		remember	Chalk & Talk	R2	
			UNIT 5							
			Strategic Growth in Entrepreneurship		<a href="https://drive.google.com/drive/folders/1E5daICNBRaVxJsVFXqxd6XX">https://drive.goo gle.com/drive/fo lders/1E5daICNBR aVxJsVFXqxd6XX</a>		remember	Students' s Seminar	R2	

			<a href="https://drive.google.com/file/d/1k_nUPodVXbr-J4w81rEla44KVD8lvHSF3/view?usp=sharing">OIH-4o8CZ?usp=sharing</a>				
		The Valuation Challenge in Entrepreneurship	<a href="https://drive.google.com/file/d/1k_nUPodVXbr-J4w81rEla44KVD8lvHSF3/view?usp=sharing">https://drive.google.com/file/d/1k_nUPodVXbr-J4w81rEla44KVD8lvHSF3/view?usp=sharing</a>		understand	PPT	R1
		The Final Harvest of New Ventures	<a href="https://drive.google.com/file/d/16V5bnkLI_6KWQ9VkmJQO1NNbqwKgy07S/view?usp=sharing">https://drive.google.com/file/d/16V5bnkLI_6KWQ9VkmJQO1NNbqwKgy07S/view?usp=sharing</a>		understand	PPT	T1
		Technology	<a href="https://drive.google.com/file/d/1tVPsfe14Kk59WZy2SGvSojZLqI2FAjTU/view?usp=sharing">https://drive.google.com/file/d/1tVPsfe14Kk59WZy2SGvSojZLqI2FAjTU/view?usp=sharing</a>		remember	Chalk & Talk	T1
		Business Incubation	<a href="https://drive.google.com/file/d/1QedgSG74w-A7pox9Tu_fyq20xS4d7FcU/view?usp=sharing">https://drive.google.com/file/d/1QedgSG74w-A7pox9Tu_fyq20xS4d7FcU/view?usp=sharing</a>		remember	Chalk & Talk	T2
		India way – Entrepreneurship	<a href="https://drive.google.com/file/d/1P_sTTnXAIC72u-0tHEzI_M0WRLOVXAT18/view?usp=sharing">https://drive.google.com/file/d/1P_sTTnXAIC72u-0tHEzI_M0WRLOVXAT18/view?usp=sharing</a>		remember	Chalk & Talk	T1
		Women Entrepreneurs	<a href="https://drive.google.com/file/d/1833F1MAFUyEtWOAxS9oGnmUPWNgID5NG/view?usp=sharing">https://drive.google.com/file/d/1833F1MAFUyEtWOAxS9oGnmUPWNgID5NG/view?usp=sharing</a>		remember	Chalk & Talk	T2
		Strategies to develop Women Entrepreneurs	<a href="https://drive.google.com/file/d/1evi8WgAAw8EfSjr9KYt6SH0piiX1tjI/view?usp=sharing">https://drive.google.com/file/d/1evi8WgAAw8EfSjr9KYt6SH0piiX1tjI/view?usp=sharing</a>		remember	Chalk & Talk	T3
		Institutions supporting women Entrepreneurs in India	<a href="https://drive.google.com/file/d/1y_U_noyktp_pHvGhVsBpOMnAgr58dby7/view?usp=sharing">https://drive.google.com/file/d/1y_U_noyktp_pHvGhVsBpOMnAgr58dby7/view?usp=sharing</a>		remember	Chalk & Talk	T4



## IX.MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	2	-	2	-	-	-	-	2	-	3	1	-	-
CO2	1	1	2	-	2	-	-	-	-	1	-	2	1	2	-
CO3	2	1	3	2	-	-	-	-	-	-	-	1	2	-	-
CO4	2	2	3	-	-	-	-	-	-	-	-	-	-	-	-
CO5	3	2	2	2	-	-	-	2	-	2	-	1	1	-	-

### QUESTION BANK: (JNTUH)

#### UNIT-I

#### Short Answer Questions-

S.No	Question	Blooms Taxonomy Level	Course Outcome
1	Define entrepreneurship	Remember	1
2	Define entrepreneur.	Remember	1
3	State any three functions of entrepreneur	Understand	1
4	Write about the origin of entrepreneur	Understand	2
5	Describe about the use entrepreneur in our nation.	Understand	2

#### II.Long Answer Questions-

S.No	Question	Blooms Taxonomy Level	Course Outcome
1	Explain the nature, scope and significance of entrepreneurship.	Remember	2
2	What are the chief traits of an entrepreneur? Narrate in detail the factors that lead to success and also mention various causes for failure of an enterprise.	Understand	3
3	Explain about the skills of entrepreneur.	Understand	3
4	Define the term entrepreneurship and how it is beneficial in organization and as well as in society.	Remember	3
5	What are the steps involved in starting enterprise	Understand	3

## UNIT-2

### Short Answer Questions-

S.No	Question	Blooms Taxonomy Level	Course Outcome
1	Define New Venture Creation.	Understand	3
2	Write about the merits of entrepreneurship.	Understand	2
3	List about the emerging trends in the corporate entrepreneurship	Remember	2
4	Write about the Structuring for an entrepreneurial climate	Remember	3
5	Define corporate entrepreneurial mindset.	Understand	2

### Long Answer Questions-

S.No	Question	Blooms Taxonomy Level	Course Outcome
1	Write the steps Models for Opportunity Evaluation.	Understand	4
2	Explain Business plans.	Understand	4
3	Purpose and Presenting Business Plan	Remember	3
4	Procedure for setting up Enterprises	Remember	3
5	Write the different levels of Enterprises	Understand	4

## UNIT-3

### Short Answer Questions-

S.No	Question	Blooms Taxonomy Level	Course Outcome
1	Define franchising	Remember	4
2	Discuss entrepreneurial imagination	Remember	4
3	Define exploitation.	Understand	4
4	Abbreviate MSME	Remember	4
5	What is Industrial Sickness	Understand	4

### Long Answer Questions-

S.No	Question	Blooms Taxonomy Level	Course Outcome
1	Describe the major components for creating a favorable ecosystem for promotion of Entrepreneurship	Remember	5



2	Explain the significance of the statement “A good idea is not enough “from an entrepreneurial perspective	Apply	5
3	What are the basic types of organization structures, briefly describe each type?	Understand	5
4	Discuss the New-New Approach and New- Old Approach for creating new ventures	Apply	5
5	Write the process and Rehabilitation of Sick Units.	Understand	5

#### UNIT-4

##### Short Answer Questions

S.No	Question	Blooms Taxonomy Level	Course Outcome
1	Write about business model innovation	Remember	5
2	Examine the concept of creativity process.	Apply	5
3	Marketing Mix	Understand	5
4	Success Factors in Service Marketing	Apply	5
5	Cost and Pricing	Understand	5

##### Long Answer Questions-

S.No	Question	Blooms Taxonomy Level	Course Outcome
1	Write the Essential Marketing Mix of Services	Remember	5
2	What are the Key Success Factors in Service Marketing	Apply	5
3	Explain about Cost and Pricing, Branding	Understand	5
4	New Techniques in Marketing	Apply	5
5	What are advantages of International Trade?	Understand	5

#### UNIT-5

##### Short Answer Questions-

S.No	Question	Blooms Taxonomy Level	Course Outcome
1	Define Strategy	Remember	5
2	Perspectives in Entrepreneurship	Remember	5
3	Define the Final Harvest of New Ventures	Understand	5

4	What is Entrepreneurship	Remember	5
5	Institutions supporting Women Entrepreneurship in India	Understand	5

### Long Answer Questions-

S.No	Question	Blooms Taxonomy Level	Course Outcome
1	Explain Strategic perspectives in Entrepreneurship	Remember	5
2	Discuss Strategic Growth in Entrepreneurship	Apply	5
3	What is the different The Valuation Challenge in Entrepreneurship	Understand	5
4	Explain the different, Business Incubation in India.	Apply	5
5	What are the Strategies to develop Women Entrepreneurs?	Understand	5

### Unit – 1

#### Multiple Choice Questions:-

- Entrepreneurial behaviours includes:
  - Solving problems
  - Taking initiatives
  - Taking responsibility
  - (d) All of above**
- Entrepreneurs attributes includes:
  - Preservice
  - Hard working
  - Determination
  - (d) All of above**
- The term “entrepreneurs” was applied to business initially by the French economist in the 18<sup>th</sup> century:
  - (a) Cantillon**
  - Jan Tinbergen
  - J.S.Mill
  - None of above
- Which business function do experts agree, you should focus on first when preparing to start a business.
  - Financing
  - (b) Marketing vision**
  - Operation
  - None of above
- Which of the following is not something that can be invested:

- (a) Energy
  - (b) Experties**
  - (c) Money
  - (d) Time
6. From the following which one is factor affecting entrepreneurial growth:
- (a) Social
  - (b) Economic
  - (c) Psychological
  - (d) All of above**
7. What is the need of entrepreneurship:
- (a) For new innovation
  - (b) To fill gap in growth**
  - (c) For healthy competition
  - (d) All of above
8. Which one of the following is the process of entrepreneur developing new products that over time make current products obsolete?
- (a) New business model
  - (b) Anatomization
  - (c) Creative Destruction**
  - (d) None of above
9. The level at which an individual is viewed by society is called:
- (a) Financial status
  - (b) Qualification
  - (c) Social Status**
  - (d) Achievement

**Fill Up the Blanks :**

1. An entrepreneur must **Self Confident**: A strong believer in his strengths and weakness:
2. **Social/Economic/Educational/Geographical** environment in a country exercises a significant impact on the emergence of entrepreneurship.
3. The entrepreneur was distinguished from capital provider in **18<sup>th</sup>** Century.
4. **Innovations** shows the process of creating something new.
5. “What the entrepreneur hopes to accomplish” – includes in the : **Mission Statement**.
6. The levels at which an individual is viewed by society is called **Social Status**.
7. **Distribution Channels** gives suggestions for new product and also help to market new product.
8. An **Entrepreneur** must should Innovative, Hard Working, very alert for new opportunities etc.
9. **Entrepreneurship** is the life blood of any economy.
10. Individuals influencing an entrepreneur’s career choice and style are known as **Role model**.

**Unit – 2**

**I. Multiple choice questions:-**

1. From the following which one is not classification of entrepreneurs according to the types of business:
  - (a) Wholesale trade
  - (b) Retail trade
  - (c) Exporter
  - (d) Rural entrepreneur**
2. From the following which one is the classification of entrepreneurs according to gender and age.
  - (a) Men entrepreneurs
  - (b) Women entrepreneurs
  - (c) Young entrepreneurs
  - (d) All of above**
3. Basic problems of women entrepreneurs in India:
  - (a) Lack of education skill
  - (b) Male dominating society
  - (c) Absence of listen bearing capacity
  - (d) All of the above**
4. From the following, types of entrepreneur are:
  - (a) Innovating entrepreneur
  - (b) Initiative entrepreneur
  - (c) Drone entrepreneur
  - (d) All of above**
5. Which one is not the barriers of Entrepreneurship:
  - (a) Lack of technical skills
  - (b) Political instability
  - (c) Technical knowledge**
  - (d) Time pressure and distractions
6. The key factor influencing the mobility of entrepreneurs are:
  - (a) Resources
  - (b) Experience and Education
  - (c) Language and culture
  - (d) All of above**
7. It's an institution to set up a network of technical consultancy organizations in the country.
  - (a) TCO**
  - (b) ITC
  - (c) EGB
  - (d) None of above
8. An Entrepreneurs refers to :
  - (a) Initiator
  - (b) Motivator
  - (c) Visualizer
  - (d) All of above**
9. Which of the following factor influence entrepreneurship:
  - (a) Technical Knowledge

- (b) Entrepreneurial training
  - (c) Local manpower
  - (d) **All of above**
10. From the following which ones is the quality of Entrepreneur:
- (a) Initiator
  - (b) Information Seeker
  - (c) Motivator
  - (d) **All of above**

**Fill Up the Blanks :**

- 11. **Persistence** follows the saying “try & try again you will succeed at last”
- 12. **Efficiency lover** tries to do things at a faster pace incurring the minimum cost.
- 13. **Intrapreneurship** is the process by which other new ventures are born within the confines of an existing corporation:
- 14. An entrepreneur bears **Full Risk** of the business
- 15. An intrapreneurs are **Semi dependent** on the owners/Partners of the corporation.
- 16. An entrepreneurs can operates the business from **Outside** also.
- 17. An **Intrapreneur** neither raises the capital nor guarantees any returns to the suppliers of capital.
- 18. n entrepreneurs who personally supervises the work to ensure that the work is accomplished according to the standard set forth is: **Efficient Monitoring.**
- 19. **Locational** mobility of entrepreneurs represents the drive and initiative to move to other places in search of better opportunities.
- 20. Heavily involved in family problems is one of the problem of **Women Entrepreneur.**

**Unit – 3**

**Multiple Choice Questions:**

- 1.Small scale industries (SSIs) also known as MSMEs are defined & categorized by the Micro, Small & Medium Enterprises Development Act  
(a) **2006**      (b) 2007      (c) 2008      (d) 2009
- 2.Who is the present Minister of Micro, Small and Medium Enterprises ?  
(a) Karan Singh      (b) **Girirajsingh**  
(c) Virbhadr Singh      (d) Abhishek Singh
- 3. Name the institution which was set up in 1982 to promote integrated rural development  
(a) NSIC      (b) **NABARD**      (c) SIDBI      (d) NCEUS
- 4. Name the institution which is set up as an apex bank to provide direct or indirect financial assistance under different scheme.  
(a) **SIDBI**      (b) NSIC      (c) RSBDC      (d) None of the above
- 5. Investment in equipments service sector in Micro scale industry should be  
(a) **Up to 10 Lacs**      (b) 10Lacs – 2 Crores  
(c) 2 Crores – 5 Crores      (d) None of the above
- 6. Investment in equipments service sector in small scale industry should be  
(a) Up to 10 Lacs (b) **10Lacs – 2 Crores**

- (c) 2 Crores – 5 Crores      (d) None of the above
7. Investment in equipments service sector in Medium scale industry should be  
(a) Up to 10 Lacs      (b) 10Lacs – 2 Crores  
(c) **2 Crores – 5 Crores**      (d) None of the above
8. Investment in plant and machinery/ equipment (excluding land and building).w.r.t. Manufacturing sector in Micro industry should be  
(a) **Up to 25 Lacs**      (b) 25Lacs – 5 Crores  
(c) 5 Crores – 10 Crores      (d) None of the above
9. Investment in plant and machinery/ equipment (excluding land and building).w.r.t. Manufacturing sector in Small industry should be  
(a) Up to 25 Lacs (b) **25Lacs – 5 Crores**  
(c) 5 Crores – 10 Crores      (d) None of the above
10. Investment in plant and machinery/ equipment (excluding land and building).w.r.t. Manufacturing sector in Medium industry should be  
(a) Up to 25 Lacs      (b) 25Lacs – 5 Crores  
(c) **5 Crores – 10 Crores**      (d) None of the above

**Fill Up the Blanks:**

1. **95** % is the share of Small scale industries, in total number of industrial units
2. **India** is the largest manufactures of jute in the world.
3. Indian Institute of Entrepreneurship (IIE) is located at **Guwahati**.
4. The full form of SFURTI = **Scheme of Fund for Regeneration of Traditional Industries**
5. **Hindustan Machine Tools** is the most important company in machine tools in India. (**True** / False)
6. The full form of NABARD = **National Bank for Agricultural and Rural Development**
7. For Drugs and pharmaceuticals industries, licensing compulsory. (**T/F**)
8. Small scale industries can provide more jobs at local level. (**True/ False**)
9. Export Oriented Unit (EOU) is an example of Traditional Industry. (**T/F**)
10. Cottage industry is an example of Traditional Industry. (**True/ False**)

**Unit – 4**

**Multiple choice questions**

1. A \_\_\_\_\_ is a specialized firm that finances young, start up companies  
a) **Venture capital firm**  
b) Finance company  
c) Small business finance co.  
d) Capital creation co.
2. Venture capital firms are usually organized as  
a) Corporation  
b) Non-profit organisation  
c) Closed- end mutual funds  
d) **Limited partnership**
3. Which of the following is a characteristics of Venture capital firms  
a) **Developing portfolio of companies**  
b) Allowing firm to use the funds as they see fit



- c) Having a short term investment horizon
- d) Holding Debts in the firm that are funded
- 4. The source of venture capital funding has
  - a) **shifted from wealthy individuals to pension funds and corporations.**
  - b) shifted from pension funds and corporations to wealthy individuals.
  - c) decreased since 1990.
  - d) none of the above.
- 5. Which of the following is not a characteristic feature of venture capital firms?
  - a) **Funding just one or a small number of firms.**
  - b) Holding equity in the firms that are funded.
  - c) Having a long-term investment horizon.
  - d) Providing advice and assistance to the firms that are funded.
- 6. The largest industry group receiving venture capital funding is
  - a) computer software.
  - b) medical/health.
  - c) computer hardware.
  - d) **none of the above.**
- 7. Name the institution which is set up as an apex bank to provide direct/indirect financial assistance under different schemes and also coordinates the functions of other institutions in similar activities
  - a) **SIDBI**
  - b) NSIC
  - c) RSBDC
  - d) None
- 8. If the investment in fixed assets or plant and machinery does not exceed one crore rupees, then that particular firm comes under the category of
  - a) Tiny industry
  - b) **Small scale industry**
  - c) Village industry
  - d) Cottage industry
- 9. Name the institution which was set up in 1982 to promote integrated rural development.
  - a) NSIC
  - b) **NABARD**
  - c) SIDBI
  - d) NCEUS
- 10. Finance companies
  - a) are money market intermediaries.
  - b) borrow in large amounts, but lend in small amounts.
  - c) are virtually unregulated.
  - d) **all of the above.**

**Q- 2 Do as Directed:**

1. Venture capital firms reduce risk by investing in only a few companies which can be carefully monitored and nurtured.

Answer: **FALSE**

2. Investors in venture capital firms expect to profit quickly from their

investment. Answer: **FALSE**

3. Finance companies charge higher interest rates than do commercial banks.

Answer: **TRUE**

4. Interest-rate risk is a more serious problem for finance companies than for banks.

Answer: **FALSE**

5. Finance companies gained a reputation for being more innovative than banks at finding ways to finance small businesses.

Answer: **TRUE**

6. Finance companies offered loans secured by accounts receivable before commercial banks did.

Answer: **TRUE**

7. Because finance companies are virtually unregulated, they charge lower interest rates than do commercial banks.

Answer: **FALSE**

8. Venture capital is concerned with new project having potential for higher profit

Answer: **TRUE**

9. A women entrepreneur is supposed to have a minimum financial interest of 25% in share capital of entrepreneur's enterprise.

Answer: **FALSE**

10. Lack of confidence is one of the barriers faced by women entrepreneur.

Answer: **TRUE**

## UNIT-5

### Multiple choice questions

1. In business, there are several types of business organization, what are these?
  - a. Private
  - b. Public and Voluntary
  - c. Voluntary and Private
  - d. Public, Private and Voluntary**
2. Strategic decision making can take place at various levels of an organisation, what are the three most common?
  - a. Operational, board, and industrially
  - b. Governmental, locally, and individually
  - c. Corporate, Business, and Functional**
  - d. Board of Directors, Chief Executive, and Junior Management
3. Psychographic segmentation variables would typically include:
  - a. Eye colour, height, and weight variables
  - b. Lifestyle, personality, and status variables**
  - c. Age, education, and income variables
  - d. Race, religion, and personality
4. PESTLE is an acronym for what?
  - a. Political, environmental, technological, legal, and environmental
  - b. Political, environmental, shareholding, technological, logistical, and e-marketing
  - c. Political, environmental, social, technological, legal, and environmental**
  - d. Political, environmental, societal, technological, learning, and e-marketing
5. Zeithaml (1988) defined value as having four elements for a consumer, what are these?
  - a. Value is low price

- b. Value is whatever I want in a product
- c. Value is the quality I get for the price I pay and what I get for what I give
- d. All of the above**
- 6. The business model canvas describes an organisation's or a product's what?
  - a. Value proposition, infrastructure, customers, and finances**
  - b. Marketing Plan
  - c. Value proposition, infrastructure, and markets
  - d. All of the above
- 7. Michael Porter (1985) identified six stages in the analysis of a business organization's value proposition which are supported by the organization's infrastructure, what answer best describes an organizations infrastructure?
  - a. Human resource management, technology development, purchasing, and procurement**
  - b. Human resource management, and finance
  - c. Human resource management, marketing, capital
  - d. Human resource management, technology development, sales, and research
- 8. Stewart (1967) noted there to be various types of managers, how many types were identified?
  - a. 4
  - b. 7
  - c. 1
  - d. 5**
- 9. Henry Mint berg (1973) identified three categories that his ten identified management roles fell into, what were these?
  - a. Informational, interpersonal and decisional**
  - b. Strategic, functional, and operational
  - c. Team, and individual
  - d. None of the above
- 10. How might the size of a business be best measured?
  - a. Number of employees, and overall gross profit
  - b. Number of outlets or business units and market value
  - c. Total revenue and capital investment
  - d. All of the above**

## PREVIOUS PAPERS

- <https://www.toppr.com/guides/business-studies/entrepreneurship-development/>
- [https://shodhganga.inflibnet.ac.in/bitstream/10603/76876/9/09\\_chapter%204.pdf](https://shodhganga.inflibnet.ac.in/bitstream/10603/76876/9/09_chapter%204.pdf)

## JOURNALS

1. Journal of Business Venturing, 2010 - Elsevier  
This article discusses the emerging research concerned with sustainable development and entrepreneurship, which is the focus of this special issue of the Journal of Business Venturing. Entrepreneurship has been recognized as a major conduit for sustainable
2. International regional science review, 1993 - journals.sagepub.com  
Close Add Email Alerts Dialog You are adding the following journals to your email alerts  
article citation data for: Entrepreneurship in Regional and Local Development. Edward J. Malecki. International Regional Science Review.
3. Entrepreneurship theory and practice, 2009 - journals.sagepub.com  
Download article citation data for: Development and Cross-Cultural Application of a Specific Instrument to Measure Entrepreneurial Intentions. Francisco Liñán and Yi-Wen Chen, PhD.

Entrepreneurship Theory and Practice 2009

4. Journal of Business Venturing, 2008 - Elsevier

In this paper we use a comparative perspective to explore the ways in which institutions and networks have influenced entrepreneurial development in Russia. We utilize Global Entrepreneurship Monitor (GEM) data to study the effects of the weak institutional

**LIST OF TOPICS FOR STUDENT SEMINAR:**

- Perspectives on Evolution, Concept of Entrepreneurship
- Entrepreneurs vs. Entrepreneurship
- Models for Opportunity Evaluation; Business plans – Purpose,
- Challenges of MSMEs, Women Entrepreneurs – Strategies to develop Women Entrepreneurs.

**CASE STUDIES / SMALL PROJECTS;**

- ❖ An analysis of entrepreneurial environment and enterprise development in Hungary
  - Technological learning for entrepreneurial development (TL4ED) in the knowledge economy (KE): Case studies and lessons learned
  - Technological learning for entrepreneurial development (TL4ED) in the knowledge economy (KE): Case studies and lessons learned
  - Technological learning for entrepreneurial development (TL4ED) in the knowledge economy (KE): Case studies and lessons learned
- ❖ Growing the entrepreneurial firm: networking for international market development
- ❖ Indigenous entrepreneurship, culture and micro-enterprise in the Pacific Islands: case studies from Samoa
- ❖ The role and characteristics of social entrepreneurs in contemporary rural cooperative development in China: case studies of rural social entrepreneurship