

**VAAGDEVI COLLEGE OF ENGINEERING  
(AUTONOMOUS)**

**ENTREPRENEURSHIP DEVELOPMENT  
(OPEN ELECTIVE – MBA)**

**B.Tech – CIVIL, EEE, MECH, ECE, CSE, CSE(AI&ML) & CSE(Data Science)**

**L/T/P/C  
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**Pre-requisites: None**

**Course Objective:** The objective of the course is to make students understand the nature of entrepreneurship, and to motivate the student to start his/her own enterprise. The objective of the course is to enlighten with the fragrance of Corporate Good Governance and Business Ethics, so that they would become the best entrepreneurs / managers of the corporate world.

**Unit – I**

Nature of Entrepreneurship; Characteristics – Qualities and skills of an Entrepreneur – Functions of entrepreneur – Entrepreneur scenario in India and Abroad. Forms of Entrepreneurship: Small Business – Importance in Indian Economy – Types of ownership – Sole trading – Partnership – Joint stock company and other forms. First – Mover disadvantages, Risk Reduction strategies, Market scope strategy, Imitation strategies and Managing Newness

**Unit – II**

**Aspects of Promotion:** Generation of new entry opportunity, SWOT Analysis, Technological Competitiveness, legal regulatory systems, patents and trademarks, Intellectual Property Rights- Project Planning and Feasibility Studies- Major steps in product development. Financial Aspects: Sources of raising Capital, Debt-Equity, Financing by Commercial Banks, Government Grants and Subsidies, Entrepreneurship Promotion Schemes of Department of Industries (DIC), KVIC, SIDBI, NABARD, NSIC, APSFC, IFCI and IDBI. New Financial Instruments.

**Unit - III**

**Introduction to Business Ethics:** Necessity for Business Ethics-Need for Ethical guideline –Salient Issues in Ethics and Commerce- Ethics as a Luxury – Earlier attempts at Ethics in Industry – Justification for Ethics – Effect of Migration of National Character – Shadow Economy – Basic Principles in Ethics – Corporate Climate and corporate climate audits – Political Issues – Nature and theory of Ethics – The Naturalistic fallacy - G.E.Moore's Philosophy.

**Unit – IV**

**Understanding Corporate Governance:** Corporate Governance- Capitalism at crossroads – Historical perspective of Corporate Governance – Issues of Corporate Governance – Theoretical basis of Corporate Governance – Corporate Governance mechanisms – Indian Model of Governance – Good Corporate Governance – Corporate Governance committees – OECD Principles – Indian Committee and guidelines – The confederation of Indian Industry's initiative. Corporate Governance Models, Corporate Social Responsibility.

**Unit – V**

**Corporate Social Responsibility:** System Concept of Business Society – Social Responsibility – Social Responsibility tools – approaches to Ethics – Corporate Social Accountability - Business in a Social World – Ethics and Social Responsibility – professional ethics – Ethics of practicing company secretaries- Ethical investing.

**Text Books:**

1. Robert D Hisrich, Michael P Peters, Dean A Shepherd: Entrepreneurship, TMH, 2009
2. Vasanth Desai: Entrepreneurship, HPH, 2009