



## ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

### LIFE SKILLS COURSES

w.e.f. AY 2023-24

#### SEMESTER-I

#### COURSE 1: ENTREPRENEURSHIP DEVELOPMENT

Theory

Credits: 2

2 hrs/week

**Course Objective:** A Generic Course that is intended to inculcate an integrated personal Life Skill to the student.

#### 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.

#### Syllabus:

**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.

**Reference Books:**

1. Arya Kumar, Entrepreneurship, Pearson, Delhi
2. Poornima MCH, Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi
3. Sangeetha Sharma, Entrepreneurship Development, PHI Learning
4. Kanishka Bedi, Management and Entrepreneurship, Oxford University Press, Delhi
5. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, NewDelhi
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
9. Dr. B E V L Naidu, Entrepreneurship. Seven Hills Publishers

**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.
6. Chart showing tax concessions to SSI, MSME both direct and indirect.