



GOVERNMENT COLLEGE BARAN (RAJASTHAN)

VALUE ADDED COURSE

COURSE CODE: GCB/VAC/ENT

CONTACT HOURS 32

ENTREPRENEURSHIP: AN INTRODUCTION

COURSE OBJECTIVE- The course aims to enhance specific entrepreneurial knowledge and recognizing skills required to successfully run a business or startup. Students develop creative thinking, understand business communication, imbibe risk taking, resilience and become career ready, whether it is entrepreneurship, startup, or any other profession.

PROGRAMME OUTCOME- Students develop an entrepreneurial mind-set, get inspired to learn concepts that are related to run an own venture. The students are introduced to various basic aspects of entrepreneurship, key traits and skills of an entrepreneur, running an enterprise, significance of business communication. They get an opportunity to assess their own strengths and identify gaps that need to be addressed to become a successful entrepreneur.

LEARNING OUTCOME- Students acquire specific entrepreneurial knowledge, develop creative thinking, learn the application of business communication, faster decision making and risk -taking abilities are enhanced. Identify their own strength and weaknesses. They are professionally oriented and become ready to make a career.

EVALUATION- Class room presentation, Group Discussions/ Oral Tests

CREDITS- 0

DISCIPLINE- Open to all

COURSE CONTENTS-

Module-I: Introduction to Entrepreneurship

Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, Myths about entrepreneurs, agencies in entrepreneurship management and future of entrepreneurship types of entrepreneurs.

Module-II: The Entrepreneur

Why to become entrepreneur. the skills traits required to be an entrepreneur. Creative and Design Thinking, the entrepreneurial decision process, skill gap analysis, and role models, mentors and support system, entrepreneurial success stories



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Module-III: E-Cell

Meaning and concept of E-cells, advantages to join E-cell, significance of E-cell, various activities conducted by E-cell

Module-IV: Communication

Importance of communication, barriers and gateways to communication, listening to people, the power of talk personal selling, risk taking & resilience, negotiation

Module-V: Business Organization

Introduction to various form of business organization (sole proprietorship, partnership, corporations Limited Liability company), mission, vision, and strategy formulation

REFERENCES:

1. Vasant Desai: Dynamics of Entrepreneurial Development- HPH, Mumbai,
2. S.M. Khanna, Entrepreneurial Development. - S. Chand & Sons;”New Delhi.