

**PAPER CODE: BB307: ENTREPRENEURSHIP  
DEVELOPMENT AND BUSINESS ETHICS**

**Learning Objectives:**

- The students develop and can systematically apply an entrepreneurial way of thinking that will allow them to identify and create business opportunities that may be commercialized successfully.
- To familiarize the students with the concept and overview of entrepreneurship with a view to enhance entrepreneurial talent
- To impart knowledge on the basics of entrepreneurial skills and competencies to provide the participants with necessary inputs for creation of new ventures.
- To explore new vistas of entrepreneurship in 21st century environment to generate innovative business ideas.
- Promote understanding of the importance, for business and the community, of ethical conduct;
- Provide the skills with which to recognise and resolve ethical issues in business;
- Enhance awareness and critical self-examination of one's own values, and to appreciate the relevance of personal values in the business/workplace setting; and
- Encourage reflection on the ethical dimension of your own decision-making in workplace and other settings

**UNIT-I: INTRODUCTION:**

Entrepreneur: Concept - Functions - Characteristics – Importance of Entrepreneur - Women Entrepreneurs in India – Opportunities & Challenges. **UNIT-II: ENTREPRENEURIAL**

**DEVELOPMENT:**

Entrepreneurial opportunities in India Environment Scanning – Idea Generation – Transformation of Ideas into Opportunities - Idea & opportunity assessment – Market assessment – Trend spotting – Creativity & innovation – Innovative process – Selection of the right opportunity.

**UNIT-III: PROJECT AND MSMEs:**

Concept of projects and classification - Project Identification - Project Formulation – Project Design - Project Planning and Appraisal - Social Cost – Benefit Analysis – Budget and Planning Financial Analysis & Project Financing - MSME – Govt. Policy and Support.

#### **UNIT–IV: ENTREPRENEURIAL DEVELOPMENT POLICIES AND PROGRAMMES:**

Entrepreneurship Development Programmes – Policies of the Government – Institutions for Entrepreneurship Development Training (EDIs) in India: CED, MDI, EDII, IED, NIESBUD, EMC, STEPs, XISS, SIDO, SISIs - Role of Consultancy Organizations: IDCs, TCOs – Role of Financial Institutions and Banks.

#### **UNIT–V: BUSINESS ETHICS:**

Concept of Business Ethics: Ethics, Economics and Politics: - Moral Values - Utilitarianism and Universalism - Business Standards and Values - Concept of Corporate Social Responsibility.

#### **SUGGESTED READINGS:**

1. Entrepreneurship Development: A.Shankaraiah et al, Kalyani Publishers.
2. Fundamentals of Entrepreneurship: K.K. Patra, Himalaya Publishing House.
3. Entrepreneurship Development: Dr. S.S.Khanka, S.Chand.
4. Business Ethics: Chandra Kumar Roy, Prabhat Kumar Roy, Vikas Publishing House Ltd.
5. Business Ethics: Sanjeev K. Bansal, Kalyani Publishers.

**Learning Outcomes:** After the completion of the course, the students will be able to:

- Have the ability to discern distinct entrepreneurial traits
- Know the parameters to assess opportunities and constraints for new business ideas Understand the systematic process to select and screen a business idea
- Design strategies for successful implementation of ideas
- Write a business plan
- Define, explain and illustrate the theoretical foundations of business ethics;
- Re-examine their knowledge of business and economic concepts from an ethical perspective;
- Explain and illustrate the importance, for business and the community, of ethical conduct; Recognise and resolve ethical issues in business;

