

**Third Year B. B. A.**  
**Paper- 3 ENTREPRENEURSHIP AND PROJECT MANAGEMENT**  
(Effective from June 1999)

- A. Entrepreneurship : 20%**
- 1. Conceptual Framework :**
- Entrepreneurship. - Development of Entrepreneurship.
  - The conceptual model. - A Training model for Entrepreneurship, CED, EDII.
  - Rural Entrepreneurship.
- 2. Motivating the Entrepreneurship : 20%**
- Motivation Training. - Motivation and Imagery.
  - Personal Efficiency. - Cultural Values.
  - Action Planning - Motivation Development Strategies.
- 3. Promoting a small Scale Unit : 10%**
- The concept of small scale Industry.
  - Registration procedure and associated privileges.
  - Facilities to Technocrats.
  - Special Assistance to SC / ST.
- B. Project Management :**
- 1. Identification of Project Opportunities and Project / Product Feasibility Report : 10%**
- Sources of Project Idea.
  - Preliminary Screening.
  - An Introduction to the general format and the information to be covered in the report. (Ready made project report obtained from sources like GIIC, GSFC, etc. may be provided to the students for the understanding of the format and the details to be provided.
- 2. Market and Technical Appraisal : 10%**
- Information required for market analysis.
  - Sources of market information.
  - Demand Forecasting.
2. Technical Analysis : location and site, material product Technology, Site preparation, project Engineering Manpower projections.
- 3. Financial Projections : 10%**
- Preparation of the Projected Financial Statement, Projected cash flow and funds flow statement, Debt service Coverage ratio.
- 4. Financing the Project : 10%**
- Study of the Financial assistance available from financial institutions.
  - Procedure for procurement of project loan, Submission loan application. project appraisal sanction the loan and acceptance execution of agreement, Disbursement of loan etc.
- 5. Project Monitoring and Control : 10%**
- Warning Signals and remedies required.
  - Rehabilitation of sick project : Causes of sickness, package of rehabilitation, measures offered by Financial Institution.