



G.PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY::KURNOOL
(AUTONOMOUS)
ACCREDITED BY NAAC 'A' GRADE OF UGC AND NBA OF AICTE
DEPARTMENT OF MANAGEMENT STUDIES

DATE: 03-02-2020

To
The Principal,
GPCET,
Kurnool.

Sir,

Sub: Approval of ADD-ON course for II-Year MBA Students-Regard

The department of MBA requests you to accept the proposal for conducting ADD-ON Course on "ENTREPRENEURSHIP DEVELOPMENT PROGRAM" for the odd semester of II-Year, II-Semester MBA Students scheduled for the duration of 40 classes. Kindly accept the proposal.

Thanking you sir,

Yours Sincerely

HOD-MBA

Principa
PRINCIPAL

G.Pullaiah College of Engg & Tech.
Nandikotkur Road, VENKAYAPALLI
KURNOOL-518 452 (A.P)



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Department Circular –ADD-ON Course

DATE: 03-02-2020

The MBA IV-Semester Students are informed to enroll their names for the ADD-ON Course on "ENTREPRENEURSHIP DEVELOPMENT PROGRAM" with their respective class-in-charge on or before 07-02-2020. The course commences from 10th February and the duration of the course is 40 classes. The course is conducted from 4.00 PM to 5.00 PM regularly.

The bus facility is made available soon after the class work.

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**G. PULLAIAH COLLEGE OF
ENGINEERING AND TECHNOLOGY
(AUTONOMOUS)**

Department of Management Studies

ADD ON COURSE



Topic: ENTREPRENEURSHIP DEVELOPMENT
Target Audience: II-Year MBA Students
Total Course Duration: 40 Hrs
**Selection Procedure: Registration on First
come First serve basis**

FREE

**Register
Now**

Date of commencement of the course: 10 February, 2020

End of Course: 26 March, 2020.

Exam Date: 27 March, 2020.



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DEPARTMENT OF MANAGEMENT STUDIES

ENTREPRENEURSHIP DEVELOPMENT PROGRAM
SYLLABUS

Unit- I: Introduction to Entrepreneurship

Concept, Meaning of Entrepreneur and Entrepreneurship, Functions, Present Scenario, Importance, Need & Practice, Entrepreneurship Development Process, Approaches for Entrepreneurship Development, Personality Traits of an Entrepreneur.

Unit- II: Entrepreneurial Support Ecosystem

MoMSME, NSIC, NSTEDB, EDII, NRDCI, DIC, SFC, SIDC, SIADB. Other institutions: TCO, NGOs, Business Incubators, Accelerators, Venture Capitalists, Angel Investors, Impact Investors, Government Schemes and Programs.

Unit- III: How to identify Business Opportunity and IPRs

How to Identify Business Opportunities: Environment Scanning, Business opportunity Identification: Sources of Information, Technology Sourcing: Support available from R & D Institutions, Promoting Innovative Ventures: Role of IPRs, Pattern, Copy Rights, Trade Mark and Industrial Management.

Unit- IV: Planning & Start-up Creation

The concept of Project Planning, Feasibility Studies, Business Plan, Writing a Business Plan, Marketing, Advertising, Branding, Financing, Legal Structures for Start-up Registration, and Ethical Considerations in Entrepreneurship, Challenges of Entrepreneurs.

Unit- V: Sectoral Opportunities in Entrepreneurship

Technology Entrepreneurship, Social Entrepreneurship, Agriculture Entrepreneurship, Women Entrepreneurship, Rural Entrepreneurship, Eco-Entrepreneurship, Tourism Entrepreneurship & Case studies.



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ENTREPRENEURSHIP DEVELOPMENT SESSIONS

S.No	Topic	No. of Hours
1.	Concept, Meaning of Entrepreneur and Entrepreneurship, Functions,	1
2.	Present Scenario, Importance, Need & Practice,	2
3.	Entrepreneurship Development Process, Approaches for,	1
4.	Personality Traits of an Entrepreneur	2
5.	MoMSME, NSIC, NSTEDB, EDII, NRDCI, DIC, SFC, SIDC, SIADB.	2
6.	TCO, NGOs, Business Incubators, Accelerators,	2
7.	Venture Capitalists, Angel Investors, Impact Investors,	1
8.	Government Schemes and Programs	2
9.	How to Identify Business Opportunities: Environment Scanning,	2
10.	Sources of Information, Technology Sourcing: Support available from R & D Institutions, Promoting Innovative Ventures,	2
11.	Role of IPRs, Patent, Copy Rights, Trade Mark and Industrial Management.	2
12.	The concept of Project Planning, Feasibility Studies,	2
13.	Business Plan, Writing a Business Plan,	2
14.	Marketing, Branding, Financing, Legal Structures for Start-up Registration,	2
15.	Ethical Considerations in Entrepreneurship, Challenges of Entrepreneurs.	2
16.	Technology Entrepreneurship,	2
17.	Social Entrepreneurship,	2
18.	Agriculture Entrepreneurship,	2
19.	Women Entrepreneurship,	3
20.	Rural Entrepreneurship,	2
21.	Eco-Entrepreneurship,	1
22.	Tourism Entrepreneurship & Case studies.	1
TOTAL		40

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ENTREPRENEURSHIP DEVELOPMENT PROGRAM
List of Students enrolled for the course

Program Name	Name of the Student	Student Roll Number	Academic Year of Enrolment
MBA	18AT1E0001	T ABDUL RAHMAN	2019-2020
MBA	18AT1E0002	S AFREEN	2019-2020
MBA	18AT1E0003	ELLURU ALEKHYA	2019-2020
MBA	18AT1E0004	SADAF AMEENA	2019-2020
MBA	18AT1E0005	GOLLA AMRUTHAVALLI	2019-2020
MBA	18AT1E0006	PASULA ARUNA JYOTHI	2019-2020
MBA	18AT1E0008	PINJARI BASHA	2019-2020
MBA	18AT1E0009	MANGALI BHARATHI	2019-2020
MBA	18AT1E0010	POTTURU BHARGAVI	2019-2020
MBA	18AT1E0011	MITTE BHEEMESH KUMAR	2019-2020
MBA	18AT1E0012	T CHAITANYA REDDY	2019-2020
MBA	18AT1E0013	TELUGU CHAKRAVARTHI	2019-2020
MBA	18AT1E0014	S.DANISH PARVEZ	2019-2020
MBA	18AT1E0015	DUDEKULA DASTAGIRI	2019-2020
MBA	18AT1E0016	GANDLA DEEPIKA	2019-2020
MBA	18AT1E0017	D DEEPTHI	2019-2020
MBA	18AT1E0018	A V DIVYA	2019-2020
MBA	18AT1E0019	V GEETHA RANI	2019-2020
MBA	18AT1E0020	H GOWTHAMI	2019-2020
MBA	18AT1E0021	PAKKAPOTI HAREESH	2019-2020
MBA	18AT1E0024	DUDEKULA HUSSAIN BASHA	2019-2020
MBA	18AT1E0025	SANJAPOGU HYMAVATHI	2019-2020
MBA	18AT1E0026	K IMRAN BASHA	2019-2020
MBA	18AT1E0028	EDIGA JAGAN MOHAN GOUD	2019-2020
MBA	18AT1E0029	NAYAB JAKEER HUSSAIN	2019-2020
MBA	18AT1E0030	PINJARI JAMEELA	2019-2020
MBA	18AT1E0031	UMMARAJU EDIGA KAVITHA	2019-2020
MBA	18AT1E0032	B KAVYA	2019-2020
MBA	18AT1E0033	JANGITI KEERTHI	2019-2020
MBA	18AT1E0035	I KRISHNA PRABHA	2019-2020
MBA	18AT1E0037	E LAVANYA	2019-2020
MBA	18AT1E0038	THUMALLAKUNTLA LIKHITHA	2019-2020
MBA	18AT1E0039	P LOKESH	2019-2020
MBA	18AT1E0040	SHAIK MAHEEN	2019-2020
MBA	18AT1E0041	K MAHENDRA	2019-2020
MBA	18AT1E0042	T REDDY MAHIMA REDDY	2019-2020
MBA	18AT1E0043	MALYALA CHAKALI MALLIKA	2019-2020
MBA	18AT1E0044	S BABY MANASA	2019-2020
MBA	18AT1E0045	C MANJUNATH REDDY	2019-2020
MBA	18AT1E0046	MADIGUNDU MANOJ	2019-2020
MBA	18AT1E0047	M MASRATH JAHAN	2019-2020
MBA	18AT1E0048	B.MEGHANA	2019-2020

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MBA	18AT1E0049	C MOHAN BABU	2019-2020
MBA	18AT1E0052	GUJARATHI MURALIDHAR	2019-2020
MBA	18AT1E0053	S MUZAMMIL AHMED KHAN	2019-2020
MBA	18AT1E0054	MYHEER CHAWDA	2019-2020
MBA	18AT1E0056	S NAGA PRASUNA	2019-2020
MBA	18AT1E0057	PIKKILI NANDINI	2019-2020
MBA	18AT1E0058	NERANIKI NAVEEN	2019-2020
MBA	18AT1E0059	S NAZIA AFREEN	2019-2020
MBA	18AT1E0061	A.PAVAN KUMAR REDDY	2019-2020
MBA	18AT1E0064	M PONAMI	2019-2020
MBA	18AT1E0065	M PRASANTH	2019-2020
MBA	18AT1E0066	KUMMARI PRASHANTH	2019-2020
MBA	18AT1E0067	KUNDURU PRAVEENA	2019-2020
MBA	18AT1E0068	V KALIKAR PRAVEENA	2019-2020
MBA	18AT1E0069	K.PRIYANKA	2019-2020
MBA	18AT1E0070	BANDARI PURNIMA	2019-2020
MBA	18AT1E0071	MANDALA PURUSHOTHAM	2019-2020
MBA	18AT1E0074	RAHMATULLAH JANI	2019-2020
MBA	18AT1E0077	BESTA RAJESH KUMAR	2019-2020
MBA	18AT1E0078	NEELI RAVI TEJA	2019-2020
MBA	18AT1E0079	SARAI REVATHI	2019-2020
MBA	18AT1E0080	NAGELLA ROJA	2019-2020
MBA	18AT1E0081	SHAIK SABEER	2019-2020
MBA	18AT1E0082	KARANAM SAI HARISHA	2019-2020
MBA	18AT1E0083	M.SAI JOSHNA	2019-2020
MBA	18AT1E0084	MAHENRAKAR SAI KARTHIK	2019-2020
MBA	18AT1E0086	T CHIWTALA SAI ROOPAK	2019-2020
MBA	18AT1E0087	KURNI SAI TEJA	2019-2020
MBA	18AT1E0088	T SAI VASAVI LAKSHMI	2019-2020
MBA	18AT1E0089	SHAIK SALIMA BEE	2019-2020
MBA	18AT1E0090	SANIA KHAN	2019-2020
MBA	18AT1E0091	L SANTHOSH KUMAR	2019-2020
MBA	18AT1E0092	TAMBALI SHANTI	2019-2020
MBA	18AT1E0093	S SHIFA KHATOON	2019-2020
MBA	18AT1E0094	UPPARA SHIVA	2019-2020
MBA	18AT1E0095	K SHIVANI GOUD	2019-2020
MBA	18AT1E0096	KASAIEE SINDHU	2019-2020
MBA	18AT1E0097	B SIVA KUMAR	2019-2020
MBA	18AT1E0098	G V SIVA SAI KRISHNA	2019-2020
MBA	18AT1E0099	MEDISETTY SPANDANA	2019-2020
MBA	18AT1E00A0	GOPI REDDY SREEJA	2019-2020
MBA	18AT1E00A1	T SREERAMULU	2019-2020
MBA	18AT1E00A2	BOYA N SRIRAMULU	2019-2020
MBA	18AT1E00A3	AVULA SUDARSHAN KUMAR	2019-2020
MBA	18AT1E00A6	N TEJASWINI	2019-2020
MBA	18AT1E00A7	S THARUN KUMAR	2019-2020
MBA	18AT1E00A8	DUDEKULA VAHEEDA	2019-2020
MBA	18AT1E00A9	EDIGA VENKATA NIHARIKA	2019-2020

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ENTREPRENEURSHIP DEVELOPMENT
ASSESSMENT TEST

1. The term Entrepreneur came from
 - a) Latin
 - b) French
 - c) English
 - d) None of the given
2. ----- viewed the entrepreneur as a risk taker
 - a) Richard Cantillon
 - b) Edward Hariman
 - c) Eli Whitney
 - d) Thomas Edison
3. A Business where an individual is both the owner and conductor of the business affairs
 - a) Proprietorship[p
 - b) Partnership
 - c) Corporation
 - d) None of the given
4. An Entrepreneurs Primary motivation for starting business is
 - a) To make Money
 - b) To be Independent
 - c) To be Famous
 - d) To be Powerful
5. To be successful entrepreneurial venture, you need?
 - a) Money
 - b) Hard work
 - c) Luck
 - d) Good Idea
6. Which of the following is not belongs to entrepreneurship
 - a) Innovative
 - b) Imitative
 - C) Fabian
 - d) Drone
7. Who is the Decision maker in the business?
 - a) Entrepreneur
 - b) Manager
 - c) Employee
 - d) None of the given
8. Entrepreneurship is an advantage to the?
 - a) Individual
 - b) Nation
 - c) Both
 - d) None of the given

9. India's leading business sector in employment, turnover and exports?
 - a) Small Scale Industry
 - b) Medium Scale
 - c) Large Scale Industry
 - d) None of the given
10. Corporate Social Responsibility leads towards?
 - a) Customer
 - b) Government
 - c) Employee
 - d) All of the given
11. The initial investment supply by the entrepreneur to start a venture is called
 - (a) Seed Capital
 - (b) Debt Capital
 - (c) Venture Capital
 - (d) None
12. Which of the following relates to 'Angel Investment'?
 - (a) Corporate Angel
 - (b) Professional Angel
 - (c) Enthusiastic Angel
 - (d) All
13. Record Keeping helps the entrepreneurs in maintain?
 - (a) General Account Books
 - (b) Bank Records
 - (c) E-Mails of Finance
 - (d) All
14. Which of the following is a source of Recruitment?
 - (a) Campus Recruitment
 - (b) Consultancies
 - (c) Data Banks
 - (d) All
15. What makes employee to motivate?
 - (a) Salary & Perks
 - (b) Company Name
 - (c) Superior & Subordinates
 - (d) Job Itself
16. The Commercial transactions through electronic medium?
 - (a) E-Commerce
 - (b) Internet Advertising
 - (c) Online Business
 - (d) None
17. Joint Venture is created in association with
 - (a) 1 company
 - (b) 2 companies
 - (c) 2 or more
 - (d) Many more
18. The Franchising follows with building?
 - (a) Chain Stores
 - (b) Retail Stores
 - (c) Super Market
 - (d) None

19. During Public Issues company will sell their
- (a) Securities
 - (b) Bonds, warrants & capital notes
 - (c) All
 - (d) None
20. Identify that Factors affecting plant location.
- (a) Market
 - (b) Raw Material
 - (c) Labour
 - (d) All
21. The process of Entrepreneurship is divided into two parts & they are
- (a) Idea Generation and Feasibility study
 - (b) Innovation generation and Distribution Channel
 - (c) Creativity and Development
 - (d) Profit and Economic Development.
22. The idea generation process of entrepreneurship are
- (a) Germination
 - (b) Preparation
 - (c) Incubation
 - (d) All of these
23. The feasibility study process of entrepreneurship are
- (a) Illumination
 - (b) Verification
 - (c) Both (a) & (b)
 - (d) None of these
24. The application for registration of a small scale unit should be submitted to
- (a) General Manager, DIC
 - (b) Director, DIC
 - (c) General Manager, NSIC
 - (d) Director, NSIC
25. "Think big, Think fast, Think Ahead. Ideas are no one's monopoly" is given by
- (a) Azim Premjee
 - (b) Mukesh Ambani
 - (c) Vijay Mallya
 - (d) Dhirajlal Hirachand Ambani

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ENTREPRENEURSHIP DEVELOPMENT

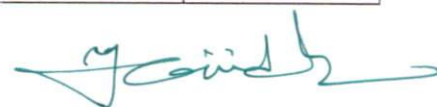
List of Students qualified in the assessment test

S.No	Name of the Student	Student Roll Number	Marks (50)
1	18AT1E0001	T ABDUL RAHMAN	45
2	18AT1E0002	S AFREEN	47
3	18AT1E0003	ELLURU ALEKHYA	48
4	18AT1E0004	SADAF AMEENA	44
5	18AT1E0005	GOLLA AMRUTHAVALLI	45
6	18AT1E0006	PASULA ARUNA JYOTHI	36
7	18AT1E0008	PINJARI BASHA	37
8	18AT1E0009	MANGALI BHARATHI	31
9	18AT1E0010	POTTURU BHARGAVI	44
10	18AT1E0011	MITTE BHEEMESH KUMAR	43
11	18AT1E0012	T CHAITANYA REDDY	46
12	18AT1E0013	TELUGU CHAKRAVARTHI	47
13	18AT1E0014	S.DANISH PARVEZ	45
14	18AT1E0015	DUDEKULA DASTAGIRI	47
15	18AT1E0016	GANDLA DEEPIKA	42
16	18AT1E0017	D DEEPTHI	44
17	18AT1E0018	A V DIVYA	45
18	18AT1E0019	V GEETHA RANI	36
19	18AT1E0020	H GOWTHAMI	22
20	18AT1E0021	PAKKAPOTI HAREESH	37
21	18AT1E0024	DUDEKULA HUSSAIN BASHA	44
22	18AT1E0025	SANJAPOGU HYMAVATHI	43
23	18AT1E0026	K IMRAN BASHA	46
24	18AT1E0028	EDIGA JAGAN MOHAN GOUD	47
25	18AT1E0029	NAYAB JAKEER HUSSAIN	45
26	18AT1E0030	PINJARI JAMEELA	36
27	18AT1E0031	UMMARAJU EDIGA KAVITHA	35
28	18AT1E0032	B KAVYA	37
29	18AT1E0033	JANGITI KEERTHI	44
30	18AT1E0035	I KRISHNA PRABHA	43
31	18AT1E0037	E LAVANYA	46
32	18AT1E0038	THUMALLAKUNTLA LIKHITHA	47
33	18AT1E0039	P LOKESH	45
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37	18AT1E0043	MALYALA CHAKALI MALLIKA	46
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40	18AT1E0046	MADIGUNDU MANOJ	23
41	18AT1E0047	M MASRATH JAHAN	45
42	18AT1E0048	B.MEGHANA	47
43	18AT1E0049	C MOHAN BABU	44

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44	18AT1E0052	GUJARATHI MURALIDHAR	45
45	18AT1E0053	S MUZAMMIL AHMED KHAN	48
46	18AT1E0054	MYHEER CHAWDA	45
47	18AT1E0056	S NAGA PRASUNA	47
48	18AT1E0057	PIKKILI NANDINI	44
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50	18AT1E0059	S NAZIA AFREEN	45
51	18AT1E0061	A.PAVAN KUMAR REDDY	36
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78	18AT1E0095	K SHIVANI GOUD	43
79	18AT1E0096	KASAIIEE SINDHU	46
80	18AT1E0097	B SIVA KUMAR	47
81	18AT1E0098	G V SIVA SAI KRISHNA	45
82	18AT1E0099	MEDISETTY SPANDANA	47
83	18AT1E00A0	GOPI REDDY SREEJA	47
84	18AT1E00A1	T SREERAMULU	33
85	18AT1E00A2	BOYA N SRIRAMULU	44
86	18AT1E00A3	AVULA SUDARSHAN KUMAR	45
87	18AT1E00A6	N TEJASWINI	36
88	18AT1E00A7	S THARUN KUMAR	35
89	18AT1E00A8	DUDEKULA VAHEEDA	31
90	18AT1E00A9	EDIGA VENKATA NIHARIKA	44

Instructor Signature



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