

1.1.3

Subject Name- Employability Skill

Subject Ref. No. : MANB-417

No. of Credits : 2

No. of Periods / Week : 2

Assignments / Sessionals : 50

Semester Examination : --

Course Objective : The objective of the course is to train the students with the essential skills required for enhancing his or her employability prospects in the Job Market.

Pre Requisite : NA

Unit – I : Pre-Interview skills

- ⌘ Writing a CV or Resume
- ⌘ Applying for a Job.
- ⌘ Writing a covering Letter.
- ⌘ Writing an effective linkdin Profile.

Unit – II : Interview skills

- ⌘ Presentations in Interview.
- ⌘ Presentations to Large groups and conferences

Unit – III : Group Discussions and Debates.

Unit – IV : ⌘ Preparation for Aptitude Test

**Unit – V Assessment- Psychometric Testing
: Appearance.**

Subject Title Entrepreneurship Development

Subject Ref. No. MANB 509

No. of Credits 4

No. of Periods / Week 4

Assignments / Sessional 20

Semester End Examination 80

Course Objective To motivate students to accept challenges and start new ventures. To develop and strengthen entrepreneurial quality and motivation.

Pre Requisite –

Unit – I

Introduction: Entrepreneur- Functions and Qualities, Entrepreneurship- Motivating Factors and Obstacles in Entrepreneurship.

Unit – II

Entrepreneurship in different sectors Part I: Women Entrepreneurship- Limitations and measures. Rural Entrepreneurship- Need, Problems, How to develop Rural Entrepreneurship. Agri Entrepreneurship- Need, Opportunities, Problems and Suggestions.

Unit – III

Entrepreneurship in different sectors Part II: Social Entrepreneurship- (Brief Introduction) Entrepreneurial Opportunities in small scale sector. Online Sector and Ecommerce.

Unit – IV

Starting New Venture: Idea Generation- Brain Storming, Creativity, Checklist, Focus Groups, and Problem Inventory Analysis.

Unit – V

Formulation and Appraisal of Project Report: Content of Project Report, Preparation of different project reports of different small scale units. Methods of Project Appraisal (Financial Analysis, Economic Analysis, Market Analysis, Technical Feasibility, Managerial Competence)

- Text Books**
1. Entrepreneurial Development (2013), Dr. S.S. Khanka- S. Chand & Company, New Delhi
 2. Dynamics of Entrepreneurial Development and Management by Vasant Desai, Himalya Publication House.
 3. Entrepreneurship- Second Edition, Rajeev Roy, Oxford University Press, New Delhi.
 4. Entrepreneurship- Fifth Edition, Robert D. Hisrich, Michel P. Peters, Tata Macgraw Hill Edition.

Additional

Reference Books

1. Dynamics of Business Entrepreneurship G. S. Sudha, RSBA Publishers, Jaipur.
2. Entrepreneurial Development E. Gordan, Dr. Natarajan, Himalya Publication House.