

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.