



Lok Jagruti Kendra University
University with a Difference

Diploma in Automobile Engineering



Course Code: 025010508

**Small Business Management and
Entrepreneur Skills**

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|--------------------------------|---|-----|-----------------------------------|-----|--------------------|-----------|
| Programme / Branch Name | | | Diploma in Automobile Engineering | | | |
| Course Name | Small Business Management and Entrepreneur Skills | | | | Course Code | 025010508 |
| Course Type | HSSC | BSC | ESC | PCC | OEC | PEC |

Legends: HSSC: Humanities and Social Sciences Courses BSC: Basic Science Courses
 ESC: Engineering Science Courses PCC: Program Core Courses
 OEC: Open Elective Courses PEC: Program Elective Courses

1. Teaching and Evaluation Scheme

| Teaching Hours / Week | | | | | Evaluation Scheme | | | | |
|-----------------------|---|---|----------------------|--------------|-------------------|-----|----------|----------|-------|
| L | T | P | Total Teaching Hours | Total Credit | CA | CCE | SEE (TH) | SEE (PR) | Total |
| 3 | 2 | 0 | 5 | 5 | 10 | 40 | 50 | - | 100 |

Legends: L: Lectures T: Tutorial P: Practical
 CA: Continuous Assessment (Attendance + Activity)
 CCE: Continuous & Comprehensive Evaluation
 SEE (Th): Semester End Evaluation (Theory)
 SEE (Pr): Semester End Evaluation (Practical)

2. Prerequisite

- ✓ English
- ✓ Industrial Management

3. Rationale

Small business management helps to develop a strategic plan for the business. small business management provides the necessary tools and strategies to help a small business owner run a successful operation. Entrepreneurship skills are essential for individuals who want to start and run successful businesses. These skills allow entrepreneurs to identify opportunities, innovate, execute plans, manage resources, and adapt to changing market conditions

4. Objectives

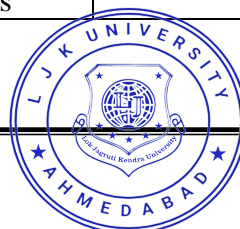
- ✓ Understand research skills in small business.
- ✓ Understand different stages and concepts of small-scale industries
- ✓ Understand the importance of production, financial, marketing and strategic management in small business.
- ✓ Understand entrepreneur skills for successful running business.



5. Contents

| Unit No. | Unit Name | Topics | Learning Outcome | % Weightage | Hours |
|----------|---|---|--|-------------|-------|
| 1. | Research Methodology and Managerial Economics | 1.1 Research process 1.2 Research design and data collection 1.3 Production theory 1.4 Research Process 1.5 Introduction to Managerial Economics 1.6 Demand analysis and theory of consumer choice | <ul style="list-style-type: none"> Basic understanding of the research methodology Understand the economic fundamentals Describe air conditioning cycle. | 15 | 04 |
| 2. | Basics and Dynamics of Small Business Management | 2.1 Role of Small Business in Economic Development 2.2 Different Stages of Small business. 2.3 Concepts and Definitions of Small-Scale Industries 2.4 Government Policy and Development of Small-Scale Industries | <ul style="list-style-type: none"> Understand importance of small-scale business in a developing economy | 20 | 08 |
| 3. | Management and Global Opportunities for Small Business | 3.1 Production Management. 3.2 Financial Management. 3.3 Marketing Management. 3.4 Strategic Management 3.5 Small Enterprises in International Business | <ul style="list-style-type: none"> Understand Business management and global opportunities | 25 | 14 |
| 4. | Concept, Motivation and Competencies of Entrepreneurship | 4.1 Entrepreneurship as a Career 4.2 Knowledge, Skill required for an entrepreneur 4.3 Motivation theories. 4.4 Major entrepreneurial competencies 4.5 Planning, implementation and evaluation | <ul style="list-style-type: none"> Acquire theoretical knowledge in entrepreneurship development | 20 | 08 |
| 5. | Identifying and Evaluating Business Opportunities | 5.1 Problem solving approach for Decision Making 5.2 Feasibility study on input requirements 5.3 Fixed and working capital assessment 5.4 Human Resource Mobilization 5.5 Legal formalities and Growth Strategies | <ul style="list-style-type: none"> Develop aptitude and skills in identifying and selecting business ventures | 20 | 08 |

Total Hours 42



6. Suggested Specification Table for Evaluation Scheme

| Unit No. | Unit Name | Distribution of Topics According to Bloom's Taxonomy | | | | | |
|----------|--|--|-----|-------|-----|-----|------|
| | | R % | U % | App % | C % | E % | An % |
| 1. | Research Methodology and Managerial Economics | 45 | 45 | 10 | 0 | 0 | 0 |
| 2. | Basics and Dynamics of Small Business Management | 50 | 50 | 0 | 0 | 0 | 0 |
| 3. | Management and Global Opportunities for Small Business | 45 | 45 | 10 | 0 | 0 | 0 |
| 4. | Concept, Motivation and Competencies of Entrepreneurship | 50 | 50 | 0 | 0 | 0 | 0 |
| 5. | Identifying and Evaluating Business Opportunities | 45 | 45 | 10 | 0 | 0 | 0 |

Legends: R: Remembering U: Understanding
 App: Applying C: Creating
 E: Evaluating An: Analyzing

7. Reference Books

- 1) Khanka S.S. Entrepreneurial Development, S Chand & Co.
- 2) Shukla M.B. Entrepreneurship and Small Business Management, Kitab Mahal, 2003.
- 3) Pareek Udai Venkateswara Rao.T. Developing Entrepreneurship – A Handbook on
- 4) Charantimath P.M., Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi, 2006.
- 5) Mathur S.P., Economics of Small-Scale Industry, Dundee Prakashan, Delhi, 1989.

8. Open Sources (Website, Video, Movie)

- 1) Small Business Administration (SBA) Learning Center: The SBA is a government agency that provides resources and support to small businesses. Their learning center offers free courses on topics such as starting a business, marketing, and financial management.
- 2) Khan Academy: Khan Academy is a non-profit organization that provides free online courses in a variety of subjects. They offer courses on entrepreneurship and small business management, covering topics such as finance, marketing, and operations.
- 3) Coursera: Coursera is an online learning platform that offers courses from top universities and institutions. They offer a variety of courses on entrepreneurship and small business management, ranging from introductory to advanced levels.
- 4) edX: edX is another online learning platform that offers courses from top universities and institutions. They offer courses on entrepreneurship and small business management, covering topics such as finance, marketing, and leadership.
- 5) SCORE: SCORE is a non-profit organization that provides free mentoring and education to small business owners. They offer online courses on topics such as business planning, marketing, and financial management.

