

**UNIVERSITY OF MADRAS**  
**B.A. DEGREE PROGRAMME IN ENGLISH**  
 SYLLABUS WITH EFFECT FROM 2023-2024

**ENTREPRENEURIAL SKILLS (SEC-IV)**

Subject Code	Category	L	T	P	S	Credits	Inst. Hours	Marks		
								CIA	External	Total
205S3A	SEC-IV	Y	Y	-	-	2	2	25	75	100
<b>Learning Objectives</b>										
LO1	To introduce learners to various qualities required for entrepreneurship									
LO2	To discuss about various entrepreneurship models									
LO3	To help them think creatively and innovatively									
LO4	To enable them understand various schemes supporting entrepreneurship									
LO5	To discuss the steps in venture development and new trends in entrepreneurship.									
<b>UNIT</b>	<b>Details</b>									
I	Introduction to entrepreneurship, Role of Entrepreneurship, The Entrepreneurial Mindset, Characteristics of Entrepreneurship, Traits of Entrepreneurship									
II	Types of Entrepreneurship Skills: Business management skills, Teamwork and leadership skills, Communication and listening, Customer service skills, financial skills, Analytical and problem-solving skills, Critical thinking skills.									
III	Introduction to various types of entrepreneurships, Strategic thinking and planning, Technical skills, Time management and organizational behavior, Branding									
IV	Marketing and networking skills, how to improve entrepreneurial skills, Entrepreneurial skills in the workplace, Introduction to import-export									
V	Entrepreneurial Imagination and Creativity, Environmental Protection and social responsibility of entrepreneur, discuss on source of entrepreneurship, Meeting with entrepreneurs.									
<b>Course Outcomes</b>										
<b>Course Outcomes</b>	On completion of this course, students will;									
<b>CO1</b>	Understand the foundation of Entrepreneurship Development and its theories.								PO1	
<b>CO2</b>	Explore entrepreneurial skills and management function of a company.								PO1,PO2	
<b>CO3</b>	Identify the type of entrepreneur and the steps involved in an entrepreneurial venture.								PO4,PO6	
<b>CO4</b>	Understand various steps involved in starting a venture.								PO4,PO5,PO6	
<b>CO5</b>	Explore marketing methods & new trends in entrepreneurship.								PO3,PO8	
<b>References Books</b>										
<b>(Latest editions, and the style as given below must be strictly adhered to)</b>										
1.	Allen, K. R. (1999) Launching New Ventures and Entrepreneurial Approach, 2nd ed., Houghton Mifflin Company, New York									

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<b>Web Resources</b>	
1.	<a href="#">6 Must-Have Entrepreneurial Skills   HBS Online</a> <a href="#">MindTools   Home</a>

**Mapping with Programme Outcomes:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
<b>CO1</b>	3	3	3	3	3	3	3	2	3	2
<b>CO2</b>	2	3	3	3	2	3	3	2	2	2
<b>CO3</b>	3	3	3	2	3	3	3	2	3	2
<b>CO4</b>	3	3	3	3	3	3	3	2	2	2
<b>CO5</b>	3	2	3	3	3	3	3	2	2	3

3 – Strong, 2 – Medium , 1 - Low

**Mapping with Programme Specific Outcomes:**

CO / PO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0