

B.Sc. (Fashion Design): Semester-III BFD 303:ENTREPRENEURSHIP	
Teaching Scheme	Examination Scheme
Lectures: 4 hrs/Week	Class Test -12 Marks
Tutorials: Nil	Teachers Assessment – 6 Marks
Credits: 4	Attendance – 12 Marks
	End Semester Exam – 70 marks

Prerequisite: BFD 401 Fashion Marketing and Merchandising, BFD 402 Apparel Industrial Management, BFD 457 Minor Project, BFD 501 Visual Merchandising, BFD 502 Retail Management, BFD 651 Graduation Design Collection

Course Objectives:

1. To give complete knowledge about significance of entrepreneurship.
2. To develop and strengthen entrepreneurial quality and motivation.
3. To give knowledge about entrepreneurial skills and understanding of running business efficiently.
4. To give knowledge about different types of entrepreneurships.
5. To give knowledge about development of business plan for setting up of enterprise.
6. To give knowledge about methods of communication, financing, and accounting.

Detailed Syllabus:

Unit I: Entrepreneurship
Introduction to entrepreneurship, E-entrepreneurship, significance, types, and factors affecting entrepreneurial growth.
Unit II: Growth of entrepreneurship, socio-economic growth, problems, and factors affecting entrepreneurship, emerging concepts in entrepreneurial growth.
Unit III: Communication, importance, barriers, and gateways to communication.
Unit IV: Entrepreneurial venture creation: idea generation, identifying opportunities, preparation of business plan-concepts, scope, significance and elements, marketing plan, venture project formulation, implementation, and evaluation.
Unit V: Financing and accounting: need, sources of finance, management of working capital, costing, break even analysis.
Unit VI: Boutique, Exporthouse, Buyinghouse, Franchiser and partnership procedure.

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Course Outcomes:

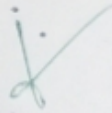
After completing the course, the student shall be able to:

1. To remember and comprehend the concept and elements of business opportunity.
2. To understand about development of viable business plan to start new venture.
3. To apply and develop awareness about entrepreneurship and entrepreneurs.
4. To analyze the different types and practices of entrepreneurs in the market.
5. To evaluate and assess individual strengths and weakness from entrepreneurial perspective.
6. To create entrepreneurial mindset by learning key skills like creative thinking and communication.

Suggested Readings

- S.S. Khanka, 2013. Entrepreneurship Development, S. Chand and Co Ltd. New Delhi.
- Donald F Kuratko, 2014. Entrepreneurship- Theory, Process and Practice. Cengage Learning.
- Hisrich R.D, Peters M.P. 2013. Entrepreneurship, Tata McGraw-Hill.
- Mathew J Manimala, 2005. Entrepreneurship Theory at Cross Roads: Paradigms and Praxis, Dream Tech.
- Taneja & Gupta, Entrepreneurship Development – New Venture Creation, Galgotia Publishing Company 2001.
- Gundry Lisa K., Entrepreneurship Strategy, SAGE Publications, Inc., 2007.

Note: Latest edition of readings may be used


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