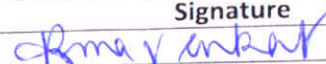


ST. MIRA' S COLLEGE FOR GIRLS, PUNE
(Autonomous - Affiliated to Savitribai Phule Pune University)

DISCIPLINE SPECIFIC SKILL ENHANCEMENT COURSE
SYBCOM
BUSINESS ENTREPRENEURSHIP-I
Entrepreneurial Growth and Development

Semester: III	Subject Code: C32109	Lectures: 12 Contact Hours	Credit: 1
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Sr. No.	(1) Area	(2) Course Outcomes	(3) Skill-based/ Activity- based	(4) Assessment and Evaluation Methodologies	(5) Skills
1					
2	Creativity Activity/Exercises	Ability to apply and demonstrate creative thinking abilities	Individual & group activities	Presentations/Exhibitions	Creative Thinking, Thinking out of the Box
3	Startups	Ability to examine and evaluate success factors	Success stories	Presentations- PPTs, Posters	Presentation skills
4	Business Ideas	Ability to devise/prepare a business idea	Idea generation & I2O Mapping	Proposal Writing, Presentations	Ideation Skills
5	Interview of an Entrepreneur	Ability to analyse and Assess the Entrepreneur skills	Visits & interviews	Interviews, Study Reports, Book Reviews	Interview skills, Report writing skills

Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	



6	Government Policy on Start-ups	Ability to analyse and evaluate the government initiatives	Study of Make in India, National Start-up Policy, Atmanirbhar Bharat	Research Report & Presentations	Research & Analytical skills
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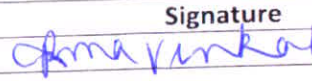
Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	<i>Rama Venkatachalam</i>

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DISCIPLINE SPECIFIC SKILL ENHANCEMENT COURSE
SYBCOM
BUSINESS ENTREPRENEURSHIP-I
Trends in Entrepreneurship

Semester: IV	Subject Code: C42109	Lectures: 12 Contact Hours	Credit: 1
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Sr. No.	(1) Area	(2) Course Outcomes	(3) Skill-based/ Activity- based	(4) Assessment & Evaluation Methodologies	(5) Skills
1					
2	Interview of a new-gen CEO of a Family Business-	Ability to analyse and assess the CEO skills	Visits & Interviews	Presentation & Report	Interview skills and Report writing skills
3	Marketing & Selling of products of local entrepreneurs	Ability to demonstrate and apply the promotion skills and sale of products	Group Activity	Evaluation of Promotion, Setting of stall & Actual sale activities	Marketing & Selling skills & Team Building skills
4	Story Telling sessions & presentations on Success & Failed	Ability to compare and assess the factors for success / failure	Case studies/case analysis	Storytelling Exercise with facts/figures as charts, presentations,	Analytical skills & Communication skills

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Chairperson (HoD)	Dr. Rama Venkatachalam	



	ventures/entrepreneurs-			reports.	
5	Article/Newspaper Review	Ability to appraise and assess the changing nature of Entrepreneurial ecosystem	Read & review the recent articles	Review Reports & Writeup	Research & Analytical skills



Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	<i>Rama Venkatachalam</i>