



Indra Ganesan

COLLEGE OF ENGINEERING

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai
Accredited by NAAC with 'B+' Grade, 2(f) & 12B Status Institution by UGC

IG Valley, Madurai Main Road, Manikandam, Tiruchirappalli - 620012

NAAC DOCUMENTS

QUALITY INDICATOR FRAME WORK

CRITERION – 1

CURRICULAR ASPECTS

SUBMITTED BY

IQAC

INTERNAL QUALITY ASSURANCE CELL

INDRA GANESAN COLLEGE OF ENGINEERING





Criteria 1	Curricular Aspects	100
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Curricular Planning and Implementation (20)

The Institution ensures effective curriculum planning and delivery through a well-planned and documented process including Academic calendar and conduct of continuous internal Assessment

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INDRA GANESAN COLLEGE OF ENGINEERING
IG Valley, Manikandam, Tiruchirappalli, Tamil Nadu – 620 012, India
(Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai-25)

DEPARTMENT OF MANAGEMENT STUDIES

PREFACE OF THE COURSE FILE

Batch : 2021-2023

Academic Year : 2021-2022 / ODD


Program : MANAGEMENT STUDIES

Year & Semester : 1ST Year / IST Semester

Course Code : BA4032 NBA Course Code: C107

Name of the Course : ENTREPRENEURSHIP DEVELOPMENT

Faculty in-charge : Mrs.Sangeetha T & AP/MBA


Signature of the Faculty in-charge


HoD / MBA


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Department of Management Studies
Work Load - ODD Semester 2021 -22

S.No.	Faculty Name	Course Code	Course Name	Semester	Lecture / week	Total
1	Dr.C.Soundar Rajan Professor / MBA	BA5012	Security Analysis and Portfolio Management	III / MBA	5	5
2	Dr.C.Velaiutham Associate Professor / MBA	BA4103	Summer Internship	III / MBA		
		BA4103	Managerial Economics	I / MBA	5	5
3	Mr. V.S.Guna AP/MBA	BA4111	Indian ethos (Seminar)	I / MBA	3	3
		BA4105	Legal Aspects of Business	I / MBA	5	5
4	Mrs.L.Nisha Martina AP/MBA	BA5015	Industrial Relations & Labour Welfare	III / MBA	5	5
		BA5017	Managerial Behaviour and Effectivness	III / MBA	5	5
5	Mrs.N.Minipriya AP/MBA	BA5302	Strategic Management	III / MBA	5	5
		BA5011	Merchant Banking and Financial Services	III / MBA	5	5
		BA4104	Accounting for Management	III / MBA	5	5
6	Mr.J.V.Velu AP/Mba	BA4102	Management Concepts and Organizational Behavior	I / MBA	5	5
7	Mrs.B.Thazhali AP/MBA	BA5301	Placement and Training	III / MBA	8	13
		BA5009	International Business	III / MBA	5	5
		BA4032	Corporate Finance	III / MBA	5	5
8	Mrs.T.Sangeetha AP/MBA	BA4032	Entrepreneurship Development	III / MBA	5	10
		BA4106	Information Management	I / MBA	5	5
				I / MBA	5	10

(Signature)
Time Table Coordinator

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HOD / MBA

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PRINCIPAL

COURSE OBJECTIVES:

- To equip and develop the learners entrepreneurial skills and qualities essential to undertake business.
- To impart the learners entrepreneurial competencies needed for managing business efficiently and effectively.

UNIT I ENTREPRENEURIAL COMPETENCE

Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful Entrepreneurs – Knowledge and Skills of an Entrepreneur.

UNIT II ENTREPRENEURIAL ENVIRONMENT

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations.

UNIT III BUSINESS PLAN PREPARATION

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital Budgeting- Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.

UNIT IV LAUNCHING OF SMALL BUSINESS

Finance and Human Resource Mobilisation - Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, Start-ups.

UNIT V MANAGEMENT OF SMALL BUSINESS

Monitoring and Evaluation of Business - Business Sickness - Prevention and Rehabilitation of Business Units - Effective Management of small Business - Case Studies.

TOTAL : 45 PERIODS

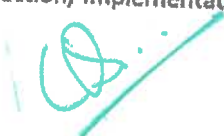
COURSE OUTCOMES:

After the completion of the course, the students will be able to:

1. The learners will gain entrepreneurial competence to run the business efficiently.
2. The learners are able to undertake businesses in the entrepreneurial environment
3. The learners are capable of preparing business plans and undertake feasible projects.
4. The learners are efficient in launching and develop their business ventures successfully
5. The learners shall monitor the business effectively towards growth and development..

REFERENCES:

1. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2016.
2. R.D.Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2018.
3. Rajeev Roy, Entrepreneurship, Oxford University Press, 2nd Edition, 2011.
4. Donald F Kuratko, T.V Rao. Entrepreneurship: A South Asian perspective. Cengage Learning, 2012.
5. Dr. Vasant Desai, "Small Scale Industries and Entrepreneurship", HPH, 2006.
6. Anja Kumar. Entrepreneurship, Pearson, 2012.
7. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 8 th edition, 2017.


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DEPARTMENT OF MANAGEMENT STUDIES

Lecture Schedule

Degree/Program: MBA

Duration: Nov 2021 – Feb.2022

Course code & Name: BA 4032 – Entrepreneurship Development

Semester: I Section: A Faculty: Mrs.Sangeetha T

OBJECTIVES:

Enables student to

(i) Understand the concepts of Entrepreneurship

(ii) Understand the opportunities & challenges to become a successful entrepreneur

COURSE OUTCOMES:

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C107.1	Gain entrepreneurial competence to run the business efficiently.	1,2,3,4	1,2
C107.2	Start businesses in the entrepreneurial environment	1,2,3,4	1,2
C107.3	Analyse the Sources of Product for Business	1,2,3,4	1,2
C107.4	Capable of preparing business plans and undertake feasible projects	1,2,3,4	1,2
C107.5	Efficient in launching and develop their business ventures successfully	1,2,3,4	1,2
C107.6	The business effectively towards growth and development.	1,2,3,4	1,2

S.No	Date	Period	Topics to be Covered	Book & Page No.
UNIT - I - ENTREPRENEURIAL COMPETENCE				
1	15/11/21	5	Entrepreneurship concept	Target periods :09
2	16/11/21	1	Entrepreneurship as a Career	T1
3	17/11/21	4	Entrepreneurial Personality	T1
4	18/11/21	4	Characteristics of Successful, Entrepreneur	T1
5	19/11/21	6	Knowledge and Skills of Entrepreneur	T1
6	20/11/21	8	Entrepreneurship challenges	T1
7	23/11/21	4	Entrepreneurship opportunities	T1
8	24/11/21	1	Entrepreneurial requirement	T1
9	25/11/21	4	Knowledge and skillset of an Entrepreneur	T1
UNIT II - ENTREPRENEURIAL ENVIRONMENT				
10	26/11/21	4	Business Environment	Target periods :09
11	29/11/21	8	Role of Family and Society	T1
12	30/11/21	4	Entrepreneurship Development Programmes	T1
13	1/12/21	3	Government Policies for Small Scale Enterprises	T1
14	2/12/21	1	Small Enterprises in International Business	T1
15	3/12/21	4	Understanding the Business opportunities	T1
16	4/12/21	8	External factors affecting Entrepreneurship	T1
17	7/12/21	4	Taking small business into International market	T1
18	8/12/21	4	Challenges in International environment	T1
UNIT III - BUSINESS PLAN PREPARATION				
				Target Periods :09

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19	12/12/21	3	Sources of Product for Business		T1
20	12/12/21	1	Pre-feasibility Studies		T1
21	12/12/21	4	Criteria for Selection Process		T1
22	23/12/21	6	Ownership Structure		T1
23	23/12/21	2	Capital		T1
24	27/12/21	4	Budgeting Project Profile Preparation		T1
25	06/01/22	3	Entrepreneur with the Project		T1
26	22/01/22	1	Feasibility Report Preparation and Evaluative Criteria		T1
27	30/01/22	4	Sources of Product for Business		T1
UNIT IV - LAUNCHING OF SMALL BUSINESS					
				Target Periods :09	
28	01/1/22	4	Financial Planning		T1
29	04/1/22	4	Human Resource mobilization		T1
30	14/1/22	2	Production and Operation Management		T1
31	17/1/22	6	Marketing and Channel Selection		T1
32	18/1/22	3	Growth strategies in small business		T1
33	22/1/22	1	Product Launching		T1
34	22/1/22	4	Incubation		T1
35	22/1/22	4	Venture capital		T1
36	22/1/22	8	IT startups		T1
UNIT V - MANAGEMENT OF SMALL BUSINESS					
				Target Periods:09	
37	29/1/22	4	Monitoring of Business		T1
38	29/1/22	3	Industrial Sickness		T1
39	02/1/22	1	Effective Management of small Business		T1
40	3/1/22	4	Evaluation of Business		T1
41	11/2/22	4	Industry contingencies		T1
42	2/2/22	2	Protection of of business Units		T1
43	3/2/22	4	Rehabilitation of business units		T1
44	4/2/22	3	Effective management of small business		T1
45	5/2/22	1	Case studies		T1

Book Reference - Text Books

Sl.	Title of the Book	Author	Publisher	Year
T1	Entrepreneurial Development	S.S.Khanka	S.Chand and Company Limited, New Delhi	2016
T2	Entrepreneurship	R.D.Hisrich	Tata McGraw Hill	2018
T3	Entrepreneurship	Rajeev Roy	Oxford University Press	2011
T4	Entrepreneurship: A South Asian perspective	Donald F Kuratko, T.V Rao	Cengage Learning	2012
T5	Small Scale Industries and Entrepreneurship	Arya Kumar, Dr. Vasant Desai	HPH	2006

T. Sathya
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DEPARTMENT OF MANAGEMENT STUDIES

Identification of Curricular Gap & Content Beyond Syllabus(CBS)

Name of the Faculty :Mrs.Sangeetha T
 Course Code & Name:BA 4032 – ENTREPRENEURSHIP DEVELOPMENT
 Degree & Program: MBA Semester & Section: I Academic Year: 2021 -2022 /ODD

I. Mapping of Course Outcomes with POs& PSOs.(before CBS)

Table.1 Mapping of COs, C, PSOs with POs - before CBS.

Course	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
C203.1	3	3	2	1	1	-	2	2
C203.2	3	3	2	1	1	-	2	2
C203.3	3	3	2	1	1	-	2	2
C203.4	3	3	2	1	1	-	2	2
C203.5	3	3	2	1	1	-	2	2
C203.6	3	3	2	1	1	-	2	2

II. Identification of content beyond syllabus.

Table.2 Identification of content beyond syllabus

Details of Content Beyond Syllabus(CBS) added	POs strengthened/ vacant filled	CO/Unit
Government Initiatives towards Entrepreneurship	PO6(2) Vacant filled	C107.1 & C107.2/ V & VI

III. Mapping of Course Outcomes with POs & PSOs.(After CBS)

Table.3 Mapping of COs, C, PSOs with POs- after CBS.

Course	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
C203.1	3	3	2	1	1	-	2	2
C203.2	3	3	2	1	1	-	2	2
C203.3	3	3	2	1	1	-	2	2
C203.4	3	3	2	1	1	-	2	2
C203.5	3	3	2	1	1	*2	2	2
C203.6	3	3	2	1	1	*2	2	2

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 Signature of the Faculty

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DEPARTMENT OF MANAGEMENT STUDIES

Assignment Answer Sheet

Name of the Student: Dhivya A

AU Register Number: 811221631009

Assignment – <u>01</u>		Date of Issue: <u>08/12/2021</u>	Marks <u>10</u>
Course code <u>BAA032</u>	Course Title <u>Entrepreneurship Development</u>		
Year <u>I</u>	Semester <u>I</u>	Date of Submission: <u>13/12/2021</u>	

Q.No	Questions	CO
1	Characteristics of a Successful Entrepreneur.	CO107.1
2	Government Initiative on Entrepreneurship Development	CO107.1

Mark Allocation

Rubrics	Marks Allocated	Marks obtained
Content Quality	6	<u>05</u>
Presentation Quality	2	<u>01</u>
Timely submission	2	<u>02</u>
Total marks	10	<u>08</u>

(T. SANGEETHA) T. Sangeetha
Name and Signature of the Faculty Incharge

C. Srinivasan
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DEPARTMENT OF MANAGEMENT STUDIES

I - MBA / INTERNAL ASSESSMENT TEST - I

Date	Session / Time	Subjects Code / Name
20.12.2021	FN / 11.00 to 12.30	BA4101 - Statistics for Management
	AN / 02.00 to 03.30	BA4102 - Management Concepts and Organizational Behavior
21.12.2021	FN / 11.00 to 12.30	BA4103-Managerial Economics
	AN / 02.00 to 03.30	BA4104-Accounting for Decision Making
22.12.2021	FN / 11.00 to 12.30	BA4105-Legal Aspects of Business
	AN / 02.00 to 03.30	BA4106-Information Management
23.12.2021	FN / 11.00 to 12.30	BA4032-Entrepreneurship Development

C. Sandhya
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Internal Assessment Exam - I
BA 4032 ENTREPRENEURSHIP DEVELOPMENT

Answer Key

PART A

(Answer all the Questions 9 x 2 = 18 Marks)

1. Who is an entrepreneur?

Ans:- The term "entrepreneur" is derived from the French word *entreprendre* which means, "to undertake" i.e., the person who undertakes the risk of new enterprise.

2. Define innovating entrepreneur.

Ans:- Such entrepreneurs introduce new goods or new methods of production or discover new markets or reorganize their organizations. Entrepreneurs in this group are characterized by an aggressive assemblage of information for trying out a novel combination of factors. Such entrepreneurs can do so only when a certain level of development has already been achieved; they look forward to improving upon the past.

3. Bring out the types of entrepreneur on the basis of functional characteristics.

Ans:- (i) Innovative

Entrepreneur (ii) Initiative or Adoptive Entrepreneur (iii) Fabian Entrepreneur (iv) Drone Entrepreneur

4. State the characteristics of entrepreneurship.

Ans:- (i) Economic Activity (ii) Decision Making (iii) Risk Taking (iv) Dynamic Process (v) Skilful Management (vi) Purposeful Activity (vii) Accepting Challenges (viii) Building Organization (ix) Gap Filling Function (x) Innovation (xi) Mobilization of Resources

5. Highlight the barriers to entrepreneurship.

Ans:- 1. Economic Barriers:

(i) Capital and Credit Access (ii) Labour Raw Materials Excessive, Complex, and Arbitrary Taxation

2. Non-Economic Barriers:

(i) Social Barriers: (a) Emotional Block (b) Indian Culture Values (c) Regulatory barriers and Defective Administrative (d) Defective Tax Structure

(b) Impatience in Solving Problems (a) Difficulty and Ambiguity

6. Define business environment.

Ans:- According to Andrews, "The environment of a company is the pattern of all external influences that affect its life and development".

7. Explain entrepreneurship development.

Ans:- Entrepreneurship development or growth refers to the process of enhancing entrepreneurial skills and knowledge through structured training and instruction-building programs. Entrepreneurial growth aims to enlarge the base of entrepreneurs in order to hasten the pace at which new ventures are created.

8. State the objectives of entrepreneurial training.

Ans:- The program of training in entrepreneurship development is to develop motivation of potential entrepreneurs, help them in taking up suitable enterprises and activities, enable them to prepare economically viable and technically feasible project reports and enhance their enterprise-building skills.

9. Explain entrepreneurial personality.

Ans:- The concept of personality characteristics. Researchers have identified a large number of characteristics that might be associated with entrepreneurial behaviour but the causal relationships remain unclear.

PART B

(Answer all the Questions 3 x 14 = 42 Marks)

10A) Describe the types of Entrepreneurs? Which one do you think most suitable for India?

Small Business Entrepreneurship- These businesses are a hairdresser, grocery store, travel agent, consultant, carpenter, plumber, electrician, etc. These people run or own their own business and hire family members or local employee. For them, the profit would be able to feed their family and not making a million business or taking over an industry. They fund their business by taking small business loans and loans from friends and family.

Scalable Startup Entrepreneurship-


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This start-up entrepreneur starts a business knowing that their vision can change the world. They attract investors who think and encourage people who think out of the box. The research focuses on a scalable business and experimental models, so, they hire the best and the brightest employees. They require more venture capital to fuel and back their project or business.

Large Company Entrepreneurship-

These huge companies have defined life-cycle. Most of these companies grow and sustain by offering new and innovative products that revolve around their main products. The change in technology, customer preferences, new competition, etc., build pressure for large companies to create an innovative product and sell it to the new set of customers in the new market. To cope with the rapid technological changes, the existing organisations either buy innovation enterprises or attempt to construct the product internally.

Social Entrepreneurship-

This type of entrepreneurship focuses on producing product and services that resolve social needs and problems. Their only motto and goal is to work for society and not make any profits.

10) Discuss the knowledge & skills of Entrepreneur

While becoming a successful entrepreneur is natural for some, others require certain essential skills to start and lead a business to success. These skills determine your entrepreneurial success.

Successful entrepreneurs have mastery over both hard and soft skills. Hard skills like accounting, marketing and financial planning are critical for running and managing a business and soft skills like communication, problem-solving and decision making help you scale up your business. Mastery of entrepreneur skills requires practice and a dedicated learning plan.

Examples of entrepreneur skills

Often, entrepreneurs may take up several roles to build and grow a business. This requires a variety of skills. Here are a few examples of entrepreneur skills you must develop and master:

Business management skills

Business management skills are traits an entrepreneur must have to run a business and ensure all business goals are met. Entrepreneurs with this skill set can oversee and manage operations of different departments because they possess a good understanding of each function. Business management skills include multitasking, delegating responsibilities and making critical business decisions.

Creative thinking skills

Creativity is a valuable yet underappreciated skill in the digital world. Creative thinking is the backbone for innovation and it forces employees to think differently. Entrepreneurs with creative thinking skills are never hesitant to try solutions that others may overlook because of fear of failure. Such people think out-of-the-box and always seek input from professionals in a different field for understanding a new perspective. It is one of the most sought-after entrepreneur skills because it allows them to see patterns (even when there are no patterns) and develop innovative ways to solve business issues.

Technical skills

Technical skills are hard skills that are gained by using digital tools and software. Entrepreneurs must know how to use planning, marketing and budgeting software. Knowledge of software helps in managing projects, tracking sales and allocating a viable budget for the project.

11 a) Elaborate the concept of Entrepreneurial Personality with examples.

Concept of Entrepreneurship - Entrepreneurship is the ability and readiness to develop, organize and run a business enterprise, along with any of its uncertainties in order to make a profit. The most prominent example of entrepreneurship is the starting of new businesses.

Importance of Entrepreneurship:

Creation of Employment- Entrepreneurship generates employment. It provides an entry-level job, required for gaining experience and training for unskilled workers.

Innovation- It is the hub of innovation that provides new product ventures, market, technology and quality of goods, etc., and increase the standard of living of people.

Improvement Society and Community Development

New products and services need to be researched and tested before launching in the market. Therefore, an entrepreneur also dispenses finance for research and development with research institutions and universities. This promotes research, general construction, and development in the economy.

11 B) Critically evaluate an Entrepreneurship.

In economic sense, entrepreneurship connected with land, labour, natural resources and capital can


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general term. The entrepreneurial vision is defined by discovery and risk-taking and is an indispensable part of a nation's capacity to succeed in an ever-changing and more competitive global market.

Definition of Entrepreneur The entrepreneur is defined as someone who has the ability and desire to establish, manage and succeed in a startup venture along with risk entitled to it, to make profits. The business of entrepreneurship is the starting of a new business venture. The entrepreneurs are often known as a source of new ideas or innovators, and bring new ideas in the market by replacing old with a new business plan. It is classified into small or home business to multinational companies. In economics, the entrepreneur makes is with a combination of land, natural resources, labour and capital. In a simple manner, who has the will and determination to start a new company and deals with all the risks of growing it can become an Entrepreneur.

12.10.1) Write the characteristics of successful entrepreneurs along with their types.

There are four main types of entrepreneurship: small business, scalable startups, large company entrepreneurship and intrapreneurship. Within these categories, there are several other kinds of entrepreneurship based on the individual's goals and vision.


- 1. The solo business entrepreneur: Starts small with an ambition to grow.
- 2. The scalable startup entrepreneur: Has growth in mind at all times.
- 3. The large company entrepreneur: Leverages the resources of an existing business.
- 4. The innovative entrepreneur: Aims to come up with the "next big thing."
- 5. The social entrepreneur: Focused on creating a business for social good.
- 6. The buyer entrepreneur: Buys and invests in existing businesses.
- 7. The imitator entrepreneur: Takes inspiration from existing businesses.
- 8. The cautious entrepreneur: Researches and plans well in advance.
- 9. The digital nomad: Travels the world while working from a laptop.

12.10.2) Elaborate the Career opportunities as an Entrepreneur.

Entrepreneurship as a Career

The greatest challenge before the youngsters in India today is to build the country into one of the global giants. The obvious questions that come to the minds of most of them are - "Should we in India think of being an entrepreneur? Why not work as part of a large organisation where the opportunities and resources to scale ideas are perhaps far greater?"


What leads a person to take up entrepreneurship as a career option? There can be a number of reasons including displacement from a job, frustration in the present job, not getting recognition of his/her choice, etc. Sometimes a person realises much in advance that his/her job is in jeopardy, as the organisation is moving towards closure. At times a deserving employee gets superseded in promotion and is compelled to quit the job and look for doing something on his own. Some people are attracted to a system where reward is often based on seniority rather than merit. It is a definite contribution to the society by leaving a long lasting mark: Entrepreneurship creates an opportunity to make a difference in the world. Entrepreneurship helps in touching the heads and hearts of people at large.


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Internal Assessment Test Answer Book

Name	Dhivesh A			Year/Semester	I/I
Batch No	811221631005	Date/Session	23.12.2021 FN	Department	MBA.
Course code	BA4032	Course Title	Entrepreneurship Development		
Internal Assessment Test	IAT 1 <input checked="" type="checkbox"/>	IAT 2 <input type="checkbox"/>	IAT 3 <input type="checkbox"/>	Model	<input type="checkbox"/>
Name and Signature of the Invigilator with date				 23/12/2021.	

Instruction to the Student: Put tick mark to the question attended in the column against question.

Part A			Part B / Part C				Total Marks
Q. No.	✓	Marks	Q. NO.	✓	a	b	
					Marks	Marks	
1		2	11		10		10
2		1	12				
3		1	13			11	11
4		1	14			11	11
5		2	15				
6		1	16				
7		2					
8		2					
9		2					
10		+					
Total		15	46/60				32
			Grand Total		T. Sangeetha Name and Signature of the Examiner with date		

To be filled by the examiner							
Course Outcome:	1	2	3	4	5	6	Total
Marks Attended	30	34					
Marks Obtained	23	23					
IQAC Audit - Remarks							
							Name and Signature of the IQAC member

Dr. G. Balakrishnan, M.E., Ph.D.,
Principal

Indra Ganesan College of Engineering
IG Valley, Madurai Main Road
Manikandam, Trichy-620 012.



INDRA GANESAN COLLEGE OF ENGINEERING
IG VALLEY, MANIDANDAM, TIRUCHIRAPPALLI - 620012
DEPARTMENT OF MANAGEMENT STUDIES 2022 - 2023 (ODD SEMESTER)
STUDENTS MARK STATEMENT- CO BASED

INTERNAL ASSESSMENT-I
SUBJECT CODE & TITLE: BA 4032 - ENTREPRENEURSHIP DEVELOPMENT

YEAR/SEM: I/I

MONTH & YEAR: Dec. 2021

S.NO	REG NO	STUDENT NAME	CO107.1 (IA1)	CO107.2 (IA1)	TOTAL (60)	TOTAL (100)
1.	811221631001	Aashik I				
2.	811221631002	Abitha A	29	11	39	66
3.	811221631003	Albert S	25	17	43	72
4.	811221631004	Amala Mary V	24	16	40	67
5.	811221631005	Arun AK	21	19	40	67
6.	811221631006	Arun N	23	22	45	75
7.	811221631007	Balaguru J	15	12	27	45
8.	811221631008	Dhinesh A	21	19	40	67
9.	811221631009	Dhivya A	23	23	46	76
10.	811221631010	Ebinesar Paul A	20	17	37	62
11.	811221631011	Ezhilmathi M	17	10	27	45
12.	811221631012	Ganesan M	20	18	38	65
13.	811221631013	Gayathri K	19	16	35	63
14.	811221631014	Harish Raja G	23	19	42	65
15.	811221631015	Jambulingam D	21	15	36	64
16.	811221631016	Jeevitha R	12	05	17	27
17.	811221631017	Kaviya R	21	17	38	65
18.	811221631018	Kesavan T	22	18	40	67
19.	811221631019	Kishorekumar M	10	17	27	45
20.	811221631020	Lavanya M	20	14	34	58
			22	21	43	65


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Principal

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IG Valley, Madurai Main Road
Manikandam, Trichy-620 012.

21.	811221631021	Loganathan P	20	15	35	57
22.	811221631022	Madhubala M	18	18	36	58
23.	811221631023	Mohammad Riyas U	21	14	35	57
24.	811221631024	Mohanasundaram K	19	20	39	61
25.	811221631025	Mukesh T	17	17	34	58
26.	811221631026	MukeshKannan K	16	16	32	53
27.	811221631027	Nantha Kumar S	20	21	41	70
28.	811221631028	Nirmala M	27	25	52	85
29.	811221631029	Pavithran P	23	22	45	75
30.	811221631030	Prasanth R	24	23	47	76
31.	811221631031	Prathiusa R	20	18	38	61
32.	811221631032	Rajendar S	21	27	48	76
33.	811221631033	Ramachandran J	17	16	33	54
34.	811221631034	Ramya S	28	27	55	92
35.	811221631035	Rubin Bharathi B	26	24	50	83
36.	811221631036	Rubini P	25	24	49	83
37.	811221631037	Sakthivel T	12	15	27	45
38.	811221631038	Sandhiya S	27	26	53	86
39.	811221631039	Sangeetha S	17	18	35	57
40.	811221631040	Sangiliandavan N	17	16	33	54
41.	811221631041	Santhanapriya V	AB	AB	AB	AB
42.	811221631042	Santhoshalanraj A	17	15	32	53
43.	811221631043	Saran L	25	26	51	85
44.	811221631044	Saratha C	23	22	45	75
45.	811221631045	Sathiya R	23	19	42	71
46.	811221631046	Sharmila KV	22	16	38	61

(Signature)

Dr. G. Balakrishnan, M.E., Ph.D.,

Principal

Indra Ganesan College of Engineering

IG Valley, Madurai Main Road

Manikandam, Trichy-620 012.

47.	811221631047	Sheela Lani N	28	18	46	77
48.	811221631048	Sivaparamaleshwari B	12	12	24	69
49.	811221631049	Sivasangari S	24	20	44	73
50.	811221631050	Sheela M	18	18	36	70
51.	811221631051	Subash P	30	16	46	77
52.	811221631052	Swarnamughi G	27	18	45	75
53.	811221631053	Thulasinani M	12	10	22	62
54.	811221631054	Vasanth G	33	21	54	90
55.	811221631055	Vasanthapriya S	30	20	50	83
56.	811221631056	Vigneswari G	24	15	39	70
57.	811221631057	VijayaSasthirirai K	30	20	50	83
58.	811221631058	Vijayalakshmi M	33	21	54	90
59.	811221631059	Vimal T	12	16	28	65
60.	811221631060	Vimal Raj P	27	31	58	74

MARKS RANGE:


<20	20-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100
—							7	3

Total No.of Candidates Present	58
Total No.of Candidates Absent	02
Total No.of Students Pass	52
Total No. of Students Fail	06
Percentage of Pass	89.65%

T. Sath
STAFF INCHARGE

C. Ranganath
HOD/MBA


PRINCIPAL


Dr. G. Balakrishnan, M.E., Ph.D.,
Principal
Indra Ganesan College of Engineering
IG Valley, Madurai Main Road
Manikandam, Trichy-620 012.

INDRA GANESAN COLLEGE OF ENGINEERING
 IG Valley, Manikandam, Tiruchirappalli, Tamil Nadu - 620 012, India
 (Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai-25)

DEPARTMENT OF MANAGEMENT STUDIES

ROOT CAUSE ANALYSIS

Name of the Faculty : Sangeetha T Course Code & Name : BDL032 - ENTREPRENEURSHIP DEVELOPMENT
 Degree & Program : MBA Semester : I
 IA Test : 95% Exam/Month & Year : Dec. 2021
 Target : 92% Achieved : 92%

S.NO	BATCH NO	NAME OF THE STUDENT	CAUSES FOR FAILURE	CORRECTIVE ACTION TAKEN	PREVENTIVE ACTION TAKEN
1.	<u>81122163006</u>	<u>Arjun N</u>	<u>Personal Issues</u>	<u>Inform to Parents</u>	<u>Regular Attendance</u>
2.	<u>81122163012</u>	<u>Ebinston Paul A</u>	<u>Slow Learner</u>	<u>Prepare Exam</u>	<u>Coaching class</u>
3.	<u>81122163014</u>	<u>KARAN T</u>	<u>Innocent student</u>	<u>Inform to parent</u>	<u>Regular Attend</u>
4.	<u>81122163037</u>	<u>Saritha T</u>	<u>Sick</u>	<u>Medical Advice</u>	<u>Coaching class</u>
5.	<u>81122163015</u>	<u>Sambharam D</u>	<u>Irregular Student</u>	<u>Inform to parent</u>	<u>Regular attendance</u>
6.	<u>81121631059</u>	<u>Vinod T</u>	<u>Sick</u>	<u>Medical advice.</u>	<u>Coaching class</u>
7.					
8.					
9.					
10.					

T. Sangeetha

Signature of the Faculty Member

(Signature)

Dr. G. Balakrishnan, M.E., Ph.D.,
Principal

Indra Ganesan College of Engineering
 IG Valley, Madurai Main Road
 Manikandam, Trichy-620 012.

(Signature)
Signature of the HoB/MBA



Indra Ganesan

COLLEGE OF ENGINEERING

Madurai Main Road (NH-45D), Manikandam, Tiruchirappalli - 620 012
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai
NAAC Accredited; I(P) Status Institution by UGC



DEPARTMENT OF MANAGEMENT STUDIES

I - MBA / INTERNAL ASSESSMENT RETEST - I

Date	Session / Time	Subjects Code / Name
03.01.2022	FN / 11.00 to 12.30	BA4101 - Statistics for Management
	AN / 02.00 to 03.30	BA4102 - Management Concepts and Organizational Behavior
04.01.2022	FN / 11.00 to 12.30	BA4103-Managerial Economics
	AN / 02.00 to 03.30	BA4104-Accounting for Decision Making
05.01.2022	FN / 11.00 to 12.30	BA4105-Legal Aspects of Business
	AN / 02.00 to 03.30	BA4106-Information Management
06.01.2022	FN / 11.00 to 12.30	BA4032-Entrepreneurship Development


HoD / MBA


PRINCIPAL


Dr. G. Balakrishnan, M.E., Ph.D.,
Principal
Indra Ganesan College of Engineering
IG Valley, Madurai Main Road
Manikandam, Trichy-620 012.

Register Number: [] [] [] [] [] [] [] [] [] []



INDRA GANESAN COLLEGE OF ENGINEERING

IG Valley, Manikandam, Tiruchirappalli, Tamil Nadu – 620 012, India
(Approved by AICTE, New Delhi and affiliated to Anna University, Chennai)

Internal Assessment Retest - I

Date/Session	06.01.2022	Marks	60
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Course code	BA4032	Course Title	ENTREPRENEURSHIP DEVELOPMENT
Regulation	2021	Duration	90 minutes
Year	I	Academic Year	2021-2022
		Semester	I
		Department	MBA

COURSE OUTCOMES

CO1:	Understand the concept of Entrepreneurship, the entrepreneurial personality
CO2:	To learn the career options for an entrepreneur and characteristics of an entrepreneur
CO3:	Find out the knowledge and skill set required for an successful entrepreneur
CO4:	Elaborate how to develop the competencies required for an entrepreneur
CO5:	Explore and analyze the environment of the entrepreneurship
CO6:	Explain the training and development methods for an entrepreneur

Q.No.	Question	CO	BTS
PART A			
(Answer all the Questions 9 x 2 = 18 Marks)he			
1	Define Entrepreneur	C107.1	K1
2	What do you mean by Entrepreneurial Personality?	C107.1	K2
3	Define Entrepreneurship.	C107.1	K1
4	What do you mean by Entrepreneurial Competencies?	C107.1	K2
5	Write the Changing role of Entrepreneur.	C107.1	K1
6	What do you mean by Business Environment?	C107.2	K2
7	Define Environmental Analysis.	C107.2	K1
8	Write the External Components of Business Environment.	C107.2	K1
9	What do you mean by Entrepreneurship Development?	C107.2	K2
PART B			
(Answer all the Questions 3 x 14 = 42 Marks)			
11a	Discuss about the types of Entrepreneur	C107.1	K2
OR			
11b	Explain about the Personality of Entrepreneur.	C107.1	K2
12a	Explain the role of Entrepreneurship in economic Development	C107.1	K2
OR			
12b	Describe the Internal Components of Business Environment	C107.1	K2
13a	Explain the techniques of Environmental Analysis	C107.2	K2
OR			
13b	Explain the Promotional Schemes by Government for Entrepreneurship Development.	C107.2	K2

Course Faculty
(Name / Sign / Date)

(T. SANCHEETHA)

(Name / Sign / Date)

Dr. G. Balakrishnan, M.E., Ph.D.,
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INDRA GANESAN COLLEGE OF ENGINEERING

IG Valley, Manikandam, Tiruchirappalli, Tamil Nadu - 622 012, India

Approved by AICTE, New Delhi and affiliated to Anna University, Chennai

Internal Assessment Retest Answer Book

Name: <u>Sakthivel. T</u>	Year/Semester: <u>T/T</u>
Batch No.: <u>181122163057</u>	Date Session: <u>06.01.2023</u>
Course code: <u>IBA4032</u>	Department: <u>MBA</u>
Course Title: <u>Entrepreneurship Development</u>	
Internal Assessment Test: IAT 1 <input checked="" type="checkbox"/>	IAT 2 <input type="checkbox"/> IAT 3 <input type="checkbox"/> Model <input type="checkbox"/>
Name and Signature of the Invigilator with date: <u>_____</u> <u>_____ 06/1/23</u>	

Instruction to the Student: Put tick mark to the question attended in the column against question.

Part A		Part B / Part C			Total Marks
Q. No.	Marks	Q. NO.	a Marks	b Marks	
1	2	11		7	7
2	2	12	8		8
3	1	13		8	8
4	2	14			
5	1	15			
6	1	16			
7				Total	23
8	1				
9	2				
10	-				
Total	13		36/60		
		Grand Total		Name and Signature of the Examiner with date <u>T. Sathy. 6/1/23</u> (T. SANGEETHA)	

Course Outcomes	To be filled by the examiner						Total
	1	2	3	4	5	6	
Marks Allotted	36	34					
Marks Obtained	20	16					
IQAC Audit - Remarks							
							Name and Signature of the IQAC member

Dr. G. Balakrishnan, M.E., Ph.D.
Principal

Indra Ganesan College of Engineering
IG Valley, Madurai Main Road
Manikandam, Trichy-620 012.



INDRA GANESAN COLLEGE OF ENGINEERING
IG VALLEY, MANIDANDAM, TIRUCHIRAPPALLI - 620012
DEPARTMENT OF MANAGEMENT STUDIES 2022 - 2023 (ODD SEMESTER)
STUDENTS MARK STATEMENT- CO BASED

INTERNAL ASSESSMENT-I

SUBJECT CODE & TITLE: BA 4032 - ENTREPRENEURSHIP DEVELOPMENT

YEAR/SEM: I/I

MONTH & YEAR: OCTOBER & 2022

S.NO	REG NO	STUDENT NAME	CO107.1 (IA1)	CO107.2 (IA1)	TOTAL (60)	TOTAL (100)
1.	81122163006	Arun N	18	17	35	61
2.	81122163010	Ebinelan Paul A	16	15	31	59
3.	81122163018	Kesavan T	19	16	35	61
4.	81122163015	Jambulingam D	17	14	31	59
5.	81122163037	Senthilvel T	20	16	36	62
6.	81122163059	Vimal T	21	14	35	61
7.						
8.						
9.						
10.						

MARKS RANGE:

<20	20-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100
—	—	—	—	02	04	—	—	—

Total No. of Candidates Present	06
Total No. of Candidates Absent	02
Total No. of Students Pass	06
Total No. of Students Fail	—
Percentage of Pass	100%

T. Senthilvel
STAFF INCHARGE

C. Senthilvel
HoD/MBA

PRINCIPAL

Dr. G. Balakrishnan, M.E., Ph.D.,

Principal

Indra Ganesan College of Engineering
IG Valley, Madurai Main Road
Manikandam, Trichy-620 012.



INDRA GANESAN COLLEGE OF ENGINEERING

IG Valley, Manikandam, Tiruchirappalli, Tamil Nadu – 620 012, India
(Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai-25)

IOAC Academic Audit Form

ACADEMIC YEAR: 2021-2022 ODD SEMESTER

Name of Department : MBA Year / Sem / Sec : I / IA No. of Students Registered : 60

Details of Examination : IA Test -1 / IA Test -2 / IA Test -3 / Model Test

S.No.	Course Code	List of Reg.No Verified	Course Log Book Verified (Y / N)	Course File Verified (Y / N)	No of students Attended	No of Absences	No of Failures	Pass %	Remarks
1	BA4101	811221631002	Y	Y	55	3	5	83%	
2	BA4102	811221631008	Y	Y	56	2	4	88%	
3	BA4103	811221631011	Y	Y	57	1	3	90%	
4	BA4104	811221631040	Y	Y	56	2	2	90%	
5	BA4105	811221631055	Y	Y	56	2	1	92%	
6	BA4106	811221631060	Y	Y	57	1	2	92%	
7	BA4107	811221631088	Y	Y	58	2	6	89.65%	
8			Y	Y					

Verified by

External Member Name and Signature:

Internal Member Name and Signature:

Overall Remarks:

C. Sundaraj
HoD/ MBA

IOAC Co-ordinator

Principal

Dr. G. Balakrishnan, M.E., Ph.D.,

Principal

Indra Ganesan College of Engineering

IG Valley, Madurai Main Road

Manikandam, Trichy-620 012.

INDRA GANESAN COLLEGE OF ENGINEERING
 IG Valley, Manikandam, Tiruchirappalli, Tamil Nadu - 620 012, India
 (Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai-25)
 STUDENT FEEDBACK ON FACULTY

THEORY COURSE

ACADEMIC YEAR: 2021-2022 ODD SEMESTER

Name of Department :		MBA	Year / Sem:	I / I	Faculty Name		Mrs. Sangeetha T					
Subject Code & Name		BA4032 & Entrepreneurship Development										
S.No.	QUESTIONS	Excell	ent	5	4	Very Good	good	Satisfactory	Not Satisfactory	Total	Weightage	Percentage
1.	Delivery of Lectures by Interactive Communication	35			20		05			7		100%
2.	Use of Teaching Aids and ICT	38			15		04			4		100%
3.	Level of Preparedness & Knowledge Level	37			14		07			2		67.1
4.	Involvement in mentoring and guiding	36			18		05			1		50%
5.	Effective Time management	38			15		04			1		—

C. G. Sangeetha
 HoD / MBA

IOAC Co-ordinator

Principal



Dr. G. Balakrishnan, M.E., Ph.D.,
 Principal

Indra Ganesan College of Engineering
 IG Valley, Madurai Main Road
 Manikandam, Trichy-620 012.