

ENTREPRENEURSHIP AND CONSULTANCY IN HEALTHCARE
(BBA-HA-SE-601)

Course Credits: 4

External: 80

Internal: 20

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: To expose the students with the growth of entrepreneurship in developing countries with special reference to India.

Course Contents:

Unit 1 Entrepreneur: Characteristics, Qualities and Pre-requisites; Small Business: Concepts, Government Policy for Promotion of Small and Tiny Enterprises; Government Clearance for Establishing a New Enterprise.

Unit 2 Process of Business Opportunity Identification in Healthcare; New Venture Development: Methods and Procedures to start and expand one's own business in Healthcare, Life Cycle, Environmental Factors affecting success of New Venture, Reasons for the Failure of New Business.

Unit 3 Feasibility Study: Preparation of Feasibility Report, Economic, Technical, Financial and Managerial Feasibility of Project in Healthcare; Selection of Factory Location; Demand Analysis; Market Potential Measurement; Capital Saving and Project Costing; Working Capital Requirements; Profit and Tax Planning.

Unit 4 Sources of Finance: Financial Institutions like SIDBI, NSIC, DIC, SSIB; Government support to New Enterprise, Role of Promotional Agencies in Entrepreneurship Development; Entrepreneurship Development Programme: Phases, Relevance and Problems in Entrepreneurship Development Programme.

Suggested Readings:

- Barringer, Bruce R., and Ireland Duane, R., "Entrepreneurship: Successfully Launching New Ventures", Pearson Education, New Delhi.
- Gupta S. L. and Mittal Arun, "Entrepreneurship Development", International Book House, New Delhi.
- Hisrich, Robert D., Peters P. Michael and Shepherd A. Dean, "Entrepreneurship", McGraw Hill, New Delhi.
- Jayashree K., Kumar S. Anil, Poornima S. C., and Abraham M. K., "Entrepreneurship Development", New Age Publishers, New Delhi.

Note:

1. The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.
2. The evaluation of students consists of both internal and external evaluation. Internal evaluation of 30 marks includes mid-term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end-term examination of 70 marks covering the whole syllabus.
3. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks

Specter

Jana
29/3/22

Kulsha pd
29/3/22

Kulsha
29/3/22

Debi
29/3/22