

**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**

<b>Semester: III</b>	<b>Subject Code: C32109</b>	<b>Lectures: 12 Contact Hours</b>	<b>Credit: 1</b>
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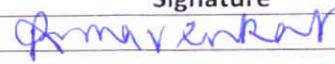
Sr. No.	(1)	(2)	(3)	(4)	(5)
1	Area	Course Outcomes	Skill-based/ Activity- based	Assessment and Evaluation Methodologies	Skills
2	Creativity Activity/Exercises	Ability to apply and demonstrate creative thinking abilities	Individual & group activities	Presentations/Exhibitions	Creative Thinking, Thinking 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

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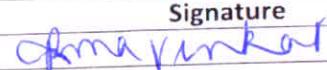
Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	

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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)	(2)	(3)	(4)	(5)
1	Area	Course Outcomes	Skill-based/ Activity- based	Assessment & Evaluation Methodologies	Skills
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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	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



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