

Analysis of SME Enterprises and Success Stories of Emerging Leaders

Course Code	21BA4L1	Year	II	Semester	II
Course Category	Core	Branch	Business Administration	Course Type	Theory/Practical
Credits	1	L-T-P	4-0-0	Prerequisites	Nil
Continuous Internal Evaluation	50	Semester End Evaluation	-	Total Marks	-

Course Outcomes		
Upon successful completion of the course, the student will be able to:		
CO1	Develop the confidence and morale that automatically improve the performance in real life situations.	L3
CO2	Apply knowledge in practical and creative ways.	L3
CO3	Examine the use of multiple perspectives and points of view in evaluating business situations.	L4
CO4	Analyze and reflect upon information and experiences for decision making.	L4
CO5	Perceive knowledge and information about contemporary business issues.	L5

Contribution of Course Outcomes towards achievement of Program Outcomes & Strength of correlations (3-High, 2-Medium, 1-Low)													
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2
CO1	3	-	3	3	3	-	-	3	3	-	3	3	-
CO2	3	-	3	3	3	-	-	3	3	-	3	3	-
CO3	3	-	3	3	3	-	-	3	3	-	3	3	-
CO4	3	-	3	3	3	-	-	3	3	-	3	3	-
CO5	3	-	3	3	3	-	-	3	3	-	3	3	-

SYLLABUS		
Unit No.	Contents	Mapped CO
I	Entrepreneurial Activity: formal insights about successful entrepreneurs in different domains and young entrepreneurs of their contemporary age, with guidance from a faculty advisor at the beginning of the semester.	CO1
II	SME Projects: Students are expected to undergo practical internships to a small and micro enterprise during the fourth semester – which also involves submission of a project report on that enterprise with detailed analysis and interpretation such as: 1. Understanding their business model & planning 2. Interpreting the business operations and giving suggestions accordingly.	CO2 CO3
III	Presentation/viva voce of SME project: Presentation and viva voce on the practical internship and project	CO2 CO3 CO4
IV	Current Business Affairs: Students are expected to read the business magazines and newspapers for understanding the current business activities locally and globally-which involves:	CO5

	<ol style="list-style-type: none"> 1. Reading the daily Business Newspaper/ Monthly magazine 2. Undergo a monthly test on the business news 	
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Learning Resources

Text Books:

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| <ol style="list-style-type: none"> 1. M. Charantimath Poornima (2018), “Entrepreneurship Development and Small Business Enterprises” ,Pearson Education. 2. Vasant Desai (2015), “Small Scale Industries & Entrepreneurship”, Himalaya Publishing House,New Delhi. |
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Reference Books:

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| <ol style="list-style-type: none"> 1. Howard Rothman (2004), “50 Companies that Changed the World”, Jaico Publishing House, Mumbai. |
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e- Resources & other digital material:

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| <ol style="list-style-type: none"> 1. https://www.thehindubusinessline.com/ 2. https://economictimes.indiatimes.com/ 3. https://timesofindia.indiatimes.com/business/international-business |
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