

# TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Management Sciences

## Bachelor of Business Administration (BBA)

Scheme and Syllabus (w.e.f. AS 2021-22)

Course Code: BBA 312

Course Name: Entrepreneurship Development

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Credits – 4

**Objective:** It provides exposure to the students to the entrepreneurial cultural and industrial growth so as to prepare them to set up and manage their own small units.

### Course Outcomes:

**CO1:** Describe the concept of Entrepreneur and its emergence.

**CO2:** Identify how to go about the promotion of a venture.

**CO3:** Recognize Entrepreneurial Behavior.

**CO4:** Explain development programmes for entrepreneur.

**CO5:** Interpret the role of Entrepreneur in economic growth.

**CO6:** Acquire skills regarding starting up their own business unit

### CO-PO Mapping

#### BBA 312 – Entrepreneurship Development

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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
CO6	3	3	3	3	3	3	3	3
AVG	3	3	3	3	3	3	3	3