

CLUSTER UNIVERSITY SRINAGAR

Department of Economics

Semester: I

Course Title: Entrepreneurship Development in J&K - I

Course Type: Skill Enhancement Course

Course Code:- UGECO22S101

Credits: 4 (2+2)

Course Objectives:

The purpose of the course is:

1. That the students acquire the knowledge about the basic features of J&K economy;
2. That the students understand the basic knowledge of entrepreneurship.

Learning Outcomes: After completion of this course, a student is expected to:

LO1: analyse the economic environment surrounding them;

LO2: understand the process of venturing an enterprise.

Unit I: Introduction to J&K economy

Main Features of Jammu & Kashmir Economy; Sectoral analysis of J&K economy: Agriculture, Horticulture, Tourism, Industries. A Theoretical SWOT analysis of J&K economy

Unit II: Establishing a small enterprise:

The startup process, project identification, selection of the product -selection of site/location and legal considerations. The importance of small business. Definition of Small Scale Industries; Problems and Rehabilitation.

Unit III: Tutorial I:

Writing a business plan: Preparation of report about a business plan based on the idea of product identification.

Unit IV: Tutorial II:

Seminar/ Workshop based on entrepreneurship development: A number of activities like discussions/interaction with academicians and successful entrepreneurs. Students would be encouraged to present a detailed review.

References:

1. <http://ecostatjk.nic.in>
2. Desai, Vasant (2003). Small-Scale Industries and Entrepreneurship. Himalaya Publishing House, Delhi.
3. Singh, J. (2004), The Economy of Jammu and Kashmir, Radha Krishnan Anand & Co, Jammu.
4. DES, Digest of Economics and Statistics, latest issue, Government of J&K, Srinagar.
5. DES, Indicators of Regional Development 2007-08, Government of J&K, Srinagar.
6. DES, Economic Survey 2008-09, Government of J&K, Srinagar.
7. Bhat M.S & M L Misri (1994), Poverty planning and Economic Change in J&K. Vikas publishing House