

ENTREPRENEURSHIP DEVELOPMENT

B.COM. 2015-16

4 Hours/Week

Course Objectives:

- To make the students to acquire knowledge about entrepreneurship
- To familiarize them regarding the assistance from various institutions.

Unit – 1 Entrepreneur

Meaning, Definition, functions, classification of entrepreneur, characteristics of successful entrepreneur. Entrepreneurship – Growth of entrepreneurship in India – Role of entrepreneurship in economic development, Challenges of women entrepreneurs.

12 hours

Unit- 2 Entrepreneurial Motivation

Meaning & Definition. Motivating factors – Compelling and facilitating factors – entrepreneurial ambition.

12 hours

Unit – 3 Identification of business opportunities

Legal requirements for establishment of new unit - Licensing, clearance certificate from Agencies. Project management – Feasibility & viability analysis – technical and financial project report preparation.

12 hours

Unit –4 Entrepreneurship Development Programme

Meaning, need, Objectives, phases of EDP – A study of problems of EDP, Entrepreneurial training – Meaning, importance and types.

12 hours

Unit – 5 A Study of Special Institutions

SFC, IDBI, MSME & DICs – Concessions, incentives & subsidies to entrepreneurs. A brief study of RUDSET.

12 hours

Books for Reference:

1. Small Business Management and Entrepreneurship – Renu Arora
2. Small Business Management and Entrepreneurship – Vasant Desai
3. Small Business Management and Entrepreneurship – C.B. Gupta & K.L. Srinivasan
4. Entrepreneurship and Small Business Management– S.P. Singh
5. Entrepreneurship Development – S.S. Khanka

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Course objectives:

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Unit – 1 Introduction to Entrepreneurship

Entrepreneur – Meaning, Definition, functions, classification of entrepreneur, characteristics of successful entrepreneur. Entrepreneurship – Growth of entrepreneurship in India – Role of entrepreneurship in economic development, Challenges of women entrepreneurs.

12 Hours

Unit- 2 Entrepreneurial Motivation

Meaning & Definition. Motivating factors – Compelling and facilitating factors – entrepreneurial ambition.

10 Hours

Unit – 3 Identification of business opportunities

Identification of business opportunities. Legal requirements for establishment of new unit - Licensing, clearance certificate from Agencies.

Project management – Feasibility & viability analysis – technical and financial project report preparation.

12 Hours

Unit – 4 Entrepreneurship Development Programme

Meaning, need, Objectives, phases, of EDP – A study of problems of EDP, Entrepreneurial Training – Meaning, Importance and Types.

14 Hours

Unit – 5 Assistance from Financial Institutions

A study of Institutions with special reference to SFC, IDBI, MSME & DICs – Concessions, incentives & subsidies. A brief study of RUDSET.

12 Hours

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1. Small Business Management and Entrepreneurship – Renu Arora
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ENTREPRENEURSHIP DEVELOPMENT

BBA - CBCS SCHEME - 2017-18

Max. Marks: 100

L:T:P – 3:1:0

Objective: This course provides students with a strong introduction to the concept of “Entrepreneurship”, create new businesses by generating innovative business ideas useful community and manage their enterprises successfully with a positive impact on the society.

Unit 1: Entrepreneurial Development Perspective:

Concept of entrepreneurship development and their dynamics. Importance of skill, knowledge and motivation in ED. Entrepreneurial Competition, generation of business, ideas and final selection of an activity. Market survey report and business plan preparation. Pooling of resources, forms enterprise ownership and their details.

Unit 2: Enterprise Management

Logistics and launching formalities, probable pitfalls, managing money, men, machinery, material and marketing. Support organization, entrepreneurial growth, following the law of the land and social obligation. Managing organisation for innovation and creativity. Importance of leadership, business ethics and business skills on good team building

Unit 3: Running A Family Business :

Concept, structure and kinds of family firms. Understanding its reputation and brand. Enhancing the knowledge and skill. Managing family and shareholders relationship. Managing leadership succession and understanding the group dynamics, encouraging family women into business. Identifying the changed customer needs and encouraging growth and change in the family business.

Unit 4: Social Entrepreneurship:

Introduction, Role and Characteristics of Social Entrepreneurs, Starting of a Non-profits Organization innovatively through local resources in a social context, sustainability, Business Strategies and Scaling up.

Unit 5: Role Of Government And Financial Institutions

Role of Central and State Government in promoting entrepreneurship. Types of schemes, loans, incentives, grants and subsidies. Different types of financial institutions, role of commercial banks, types of loans for MSMEs schemes, appraisal, sanctions, repayment.

Suggested Readings:

1. Entrepreneurship – Tata MC Graw hill
2. Entrepreneurship and Small Business – New Jersey: Palgrave
3. Creativity and Entrepreneurship – Jhon Kao
4. Corporate Creativity Tata MC Graw hill
5. Innovative Entrepreneurship – Practice and Principles – Drucker P.F.

Note: Latest edition of the text books should be used.

ENTREPRENEURSHIP

B.COM. - CBCS SCHEME – 2017-18

Marks: 100

L:T:P-4:0:0

Objective: The purpose of the paper is to orient the learner toward entrepreneurship as a career option using their innovation and creativity

Unit 1: Dynamics of Entrepreneurship

Concept, importance, scope and potential in India, Need for Entrepreneurship in India- Advantages of Entrepreneurship over wage employment. Elements of Entrepreneurship. Importance of knowledge and skill and motivation, Entrepreneurial competencies, Types of Entrepreneurs/ Entrepreneurship.

Unit 2: Selection and Management of an Enterprise

Business ideas- Generation, Selection of the final idea, procedure involved in selection of business idea. SWAT analysis. Final selection of the activity. Controlling and market survey, preparation of market survey report, benefits of preparation, mapping and pooling of resources, launching formalities probable pitfalls.

Managing the Enterprise- Managing men, materials, machinery, money and marketing. Entrepreneurial growth- Types of growth

Unit 3: Entrepreneurship in Indian Scenario

Concept of business groups and role of business house in India, Family businesses in India. The contemporary role models of Indian business, their values, business philosophy and behavioural orientation. Importance of conflict management in family businesses.

Social Entrepreneurship: need and importance in India

Role of Women in Entrepreneurship

Unit 4: Support organizations and financial institutions

Role of Central Government and State Governments in promoting Entrepreneurship- Types of schemes, incentives, loans, grants and subsidies. Export oriented units, fiscal and tax concessions, role of District Industries Center (DIC) , SISI, EDII, NIESBUD, NEDB

Role of Industries/ Entrepreneurs associations and self help groups

Estimation of funds for finance. Role of Commercial Banks, Lending policies for MSMEs, Schemes of banks, MUDRA Bank. Financial institutions - IDBI, SIDBI, ICICI, SFC .

The concept, role and functions of business incubators and investors, venture capitalists and private equity fund.

Suggested Readings:

1. Kuratko and Rao, *Entrepreneurship: A South Asian Perspective*, Cengage Learning.
2. Robert Hisrich, Michael Peters, Dean Shepherd, *Entrepreneurship*, McGraw-Hill Education
3. Desai, Vasant. *Dynamics of Entrepreneurial Development and Management*. Mumbai, Himalaya Publishing House.
4. Dollinger, Mare J. *Entrepreneurship: Strategies and Resources*. Illinois, Irwin.
5. Holt, David H. *Entrepreneurship: New Venture Creation*. Prentice-Hall of India, New Delhi.
6. Plsek, Paul E. *Creativity, Innovation and Quality*. (Eastern Economic Edition), New Delhi: Prentice-Hall of India. ISBN-81-203-1690-8.
7. Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi: ASEED.
8. SS Khanka, *Entrepreneurial Development*, S. Chand & Co, Delhi.

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