

B.Com. (Hons.): Semester-II GE-1 BCM271: ENTREPRENEURSHIP	
Teaching Scheme	Examination Scheme
Lectures: 4 hrs/Week	Class Test -12 Marks
Tutorials: 1 hr/Week	Teachers Assessment – 6 Marks
Credits: 5	Attendance – 12 Marks
	End Semester Exam – 70 Marks

Course Objective

The course aims at imparting basic knowledge on entrepreneurship and new enterprise creation so as to provide an opportunity to students to opt for entrepreneurship as an alternative career option as well as provide opportunity towards greater-exposure to entrepreneurial process through hands-on training.

Course Learning Outcomes

After completing the course, the student shall be able to:

- CO1: understand entrepreneurship as volition in context of India.
- CO2: gather knowledge and ideas on the existing support system for entrepreneurial orientation.
- CO3: understand enterprise formation process for gaining ideas as to creation of an enterprise for pursuing a career.
- CO4: acquainting students with the contemporary initiatives like Start Up India, Skill India and the support ecosystem.
- CO5: understand requirements of post-enterprise creation for effective operation of the business.
- CO6: gain knowledge on available growth strategies for implementing effective suitable strategy for expansion and growth.

Unit I: Introduction

Entrepreneurship- meaning and importance, entrepreneurship in Indian context, entrepreneurship as a creative solution provider, meaning of various terms related to entrepreneurship- intrapreneurship, social entrepreneurship, net entrepreneurship, technopreneurship.

Unit II: Entrepreneurial Eco-System

Socio-economic support system for entrepreneurship; Public and private system of stimulation; Role of development institutes, availability of finance, marketing, technology and project related assistance; Role of trade associations and self-help groups for promotion of entrepreneurship; Types of business entities- micro, small and medium enterprises, role of MSME sector in Indian economy family businesses in India; Conflicts in family business; Startup Action Plan; Make in India initiative.

Unit III: Enterprise Formation Process

Understanding and analyzing business opportunities, market demand analysis, project feasibility study; preparation of business plan; Start ups and basic start ups problems, sources of financing business start ups; Cases of Indian start ups (practical knowledge on preparation of business plan/project report shall be imparted).

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Unit IV: Managerial Aspects of Business

Managing finance- preparation of operating/cost budget, cash budget; Understanding management of short term and long term capital; Human resource planning; Contract management; Understanding marketing methods; Understanding of GST and other tax compliances.

Unit V: Managing Growth

Business growth strategies specific to small enterprises; Enterprise life cycle and various growth strategies; Business collaboration and outsourcing of resources; Network management; Succession planning for sustenance.

Practical

Visit to new enterprise for securing ideas and knowledge on enterprise creation process and effecting an interaction with the entrepreneur is an essential requirement for learners for ensuring the propensity of entrepreneurial orientation among the students.


Suggested Readings

- Brandt, S. C. Entrepreneurship: The Ten Commandments for Building a Growth Company. MacMillan Business Books.
- Holt, D. H. Entrepreneurship: New Venture Creation. New Delhi: Prentice-Hall of India.
- Panda, S. C. Entrepreneurship Development. New Delhi: Anmol Publications.
- Taneja, S., & Gupta, S. L. Entrepreneurship Development-New Venture creation. New Delhi: Galgotia Publishing House.

Additional Readings

- Dollinger, M. J. Entrepreneurship: Strategies and Resources. Illinois: Irwin.
- Vasper, K. H. New Venture Strategies (Revised Edition). New Jersey: Prentice-

Hall. Note: Latest edition of readings may be used.


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