

B.Com.: Semester-III SEC-2 BCR321: FUNDAMENTALS OF ENTREPRENEURSHIP	
Teaching Scheme	Examination Scheme
Lectures: 3 hrs/Week	Class Test – 12 Marks
Tutorials: 1 hr/Week	Teachers Assessment – 6 Marks
Credits: 4	Attendance – 12 Marks
	End Semester Exam – 70 Marks

Course Objective

The aim of this paper is to make students aware of the concept, need and relevance of entrepreneurship in the contemporary Indian society and further create a desire among the students towards entrepreneurial orientation and see it as an alternative career options.

Course Learning Outcomes

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

- CO1: understand the concept of Entrepreneurship along with the basic laws and practices of Entrepreneurship.
- CO2: understand the terminologies associated with the field of Entrepreneurship along with their relevance.
- CO3: identify the appropriate functions and qualities of Entrepreneur for solving different problems.
- CO4: apply basic Entrepreneurship principles to solve business and industry related problems.
- CO5: understand the concept of Life Small Business, Raising of Funds and EDP.
- CO6: gain a basic understanding of launching a new venture.

Unit I

Entrepreneurship: Meaning, concept, characteristics, need, functions, theories of entrepreneurship.
Entrepreneur: meaning, characteristics, qualities, functions, types, difference between entrepreneurship & entrepreneur. Difference between entrepreneur, Intrapreneur & manager.

Unit II

Entrepreneurship Development Programme (EDP): Meaning, need, objective, steps, outline, achievements, government assistance and incentives. Women entrepreneurship; meaning, characteristics, problems and steps taken to promote women entrepreneur. Qualities of women entrepreneur.

Unit III

Promotion of a Venture: Concept of projects, project identification, formulation and report, project appraisal; Product selection and techniques, raising of funds; concept, need, types and sources.

Unit IV

Small Business: Process of establishing small business, nature, objectives and importance of small business. Role of financial institutions in financing of small business, infrastructural facilities.

Unit V

Entrepreneurship & Environment: Legal requirements for establishment of new unit. Entrepreneurial consultancy process and methods.

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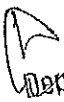
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Suggested Readings

- Desai, Vasant, "Dynamics of Entrepreneurial Development and Management", Himalaya Publishing House.
- Desai, Vasant, "Management of Small Scale Industry", Generic.
- Drucker, Peter, "Innovation and Entrepreneurship", Harper Business; Reprint edition.
- Gupta, C.B. & Srinivasan, N.P., "Entrepreneurship Development", S. Chand.
- Kenneth, P. Van, "Entrepreneurship and Small Business Management".
- Pareek, Udai & Ven, "Developing Entrepreneurship book on Learning System".
- Agrawal, R.C., "Udyamita Vikas" (Hindi).
- Khanka, S.S. "Entrepreneurship Development", S. Chand & Company.

Note: Latest edition of readings may be used.


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