

**S.Y.B.Com**

**Entrepreneurship Development**

**Objectives of the study**

1. To create and lead an entrepreneurial organisation.
2. To understand the concept and process of entrepreneurship.
3. To learn the process and skills of creation and management of entrepreneurial venture
4. To encash demographic dividend by nurturing entrepreneurial talents of youth.

**SEMESTER -III**

**Module 1-Introduction to the field of Entrepreneurship**

**Chapter 1: Entrepreneurial Traits, motivation and Leadership. (No. Of lectures 9)**

Understanding entrepreneurship- need for entrepreneurship development -Mc Clelands Theory of Entrepreneurial Motivation, Barriers to entrepreneurship, Qualities of a successful entrepreneur, Entrepreneurial Leadership/Intrapreneurship.

**Chapter 2: Innovation and entrepreneurship (No. Of lectures 8)**

Creativity & Entrepreneurship, Sources of ideas, Techniques of generating new ideas

**Chapter 3: Entrepreneurship and economic development (No. Of lectures 8)**

Relevance of entrepreneurship to socio economic gain, generating national wealth & Creating Self employment, micro and small medium enterprises

**Module 2: Creating Entrepreneurial ventures**

**Chapter 4: Business plan/project planning/project Appraisal & feasibility study. (No. Of Lectures: 7 )**

Environment scanning, business opportunities, creation of a business plan, project appraisal & feasibility study

**Chapter 5: Institutional finance. (No. Of Lectures: 6)**

Institutions supporting small business enterprises , Angel investors & venture capitalist.

**Chapter 6: Entrepreneurial Training ( No. Of Lectures: 7)**

**Role of Entrepreneurship Development institutes-** EDI Ahmedabad, MITCON, MCED,NIESBUD,

## SEMESTER –IV

### Module 3: Typology of Entrepreneurship

#### Chapter 7: Family Business

(No. Of lectures: 10)

Family Business in India, types of Family Business, Improving family businesses, Succession planning.

#### Chapter 8: E-Commerce/ franchising

(No. Of lectures: 10 )

Types of e –commerce, types of franchising businesses

### Module 4: Entrepreneurship strategies.

#### Chapter 9: Revival/exit and end to a venture

(No. Of lectures: 10)

Key strategies for Turning around a company, Liquidation and exit strategy for entrepreneurs

#### Chapter 10: Contemporary issues in Entrepreneurship-

(No. Of lectures: 15 )

Grassroot Entrepreneurship through Self Help Groups, Social Entrepreneurship, Conscious capitalism & Ecological Entrepreneurship- conceptual clarification and typology

### Important -Case studies should be discussed in each Module.

#### Recommended books :

1. Entrepreneurship by Hisrich Robert D/ Peters Micheal New Delhi / Tata McGraw Hill /2002
2. Entrepreneurial Management by P.N. Singh / J. C. Saboo Dr. P. N. Singh Centre for HRD.
3. Entrepreneurial Development by Colombo Plan, New Delhi, Tata McGraw Hill, 1998
4. Cases in International Entrepreneurship by Hisrich R. D., Chicago, Liven, 1997
5. Entrepreneurial Development by Gupta C. B. New Delhi, Somaiya Publication, 1995
6. Entrepreneurship Small Scale Industries by G. S. Batra and R. C. Dangal, Deep & Deep Publications Pvt., Ltd.,
7. Development Banks and Entrepreneurship Promotion in India by P. K. Sharma, Mittal Publications.
8. Entrepreneurial Development by Vasant Desai (3 Volumes) Himalayan Pub House

# Entrepreneurship Development

## (Question Paper Pattern)

- 40 MARKS- Internal
- 60 MARKS- Semester End Exam: TWO Hours

## Question Paper Pattern

### Semester 3

- 40 MARKS- Internal
- 60 MARKS- Semester End Exam: TWO Hours

All Questions are compulsory

Figures to the right indicate marks.

Maximum marks 60. Duration: 2 hrs.

Q1. Answer any 2 from the following:	Marks	15
a.b.c.-Module 1		
Q2. Answer any 2 from the following:	Marks	15
a.b.c.-Module 1		
Q3. Answer any 2 from the following:	Marks	15
a.b.c.-Module 2		
Q4. Answer any 2 from the following:	Marks	15
a.b.c.-Module 2		

### Semester 4

- 40 MARKS- Internal
- 60 MARKS- Semester End Exam: TWO Hours

All Questions are compulsory

Figures to the right indicate marks.

Maximum marks 60. Duration: 2 hrs.

Q1. Answer any 2 from the following: Marks 15

a.b.c.-Module 3

Q2. Answer any 2 from the following: marks 15

a.b.c.-Module 3

Q3. Answer any 2 from the following: Marks 15

a.b.c.-Module 4

Q4. Answer any 2 from the following: Marks 15

a.b.c.- Module 4