

ENTREPRENEURSHIP DEVELOPMENT

Paper Code: BCMMD603T

[OFFERED BY THE UG BOS OF COMMERCE FOR THE STUDENTS FROM OTHER
STREAMS]

W.E.F. ACADEMIC SESSION 2023-24

Full Marks: 50

Total Credits: 3 [45 Hours]

TOTAL CLASS HOURS: 45 [LECTURE HOURS 30 & TUTORIAL HOURS 15]

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

Unit-1: Introduction [10 L]*

Meaning, and importance of entrepreneurship, functions of entrepreneurs, Entrepreneur vs. Manager, Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and social entrepreneurship.

Unit-2: Sustainability of Entrepreneurship [10 L]

Public and private system of stimulation, support and sustainability of entrepreneurship; Role of Central Government and State Government in promoting entrepreneurship; Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups; concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

Unit-3: Sources of business ideas and tests of feasibility [15 L]

Significance of writing the business plan/ project proposal; Contents of business plan/ project proposal; Designing business processes, location, layout, operation, planning & control; preparation of project report; Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

Unit-4: Mobilization of Resources [10 L]

Mobilizing resources for start-up -- Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers; Basic start-up mistakes/ problems.

Suggested Readings

- Kuratko and Rao, Entrepreneurship: A South Asian Perspective, Cengage Learning.
- Robert Hisrich, Michael Peters, Dean Shepherd, Entrepreneurship, McGraw-Hill Education
- Desai, Vasant. Dynamics of Entrepreneurial Development and Management. Himalaya
- Holt, Entrepreneurship: New Venture Creation, Pearson
- Singh, Nagendra P. Emerging Trends in Entrepreneurship Development. New Delhi: ASEED.
- SS Khanka, Entrepreneurial Development, S. Chand & Co, Delhi.
- K Ramachandran, Entrepreneurship Development, McGraw-Hill Education
- Reddy, Entrepreneurship: Text & cases, Cengage Learning.

*L = 1 Lecture Hour

** Includes Tutorial Hours

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