

B.Com. Semester II

Introduction to Entrepreneurship - Syllabus

Unit	Topic	Details
Unit I	Introduction	The Entrepreneur; definition; Emergence of entrepreneurial class; Theories of entrepreneurship; Role of Socio-economic environment; Characteristics of entrepreneur; Leadership; Risk taking; Decision making and Business Planning
Unit II	Promotion of Venture	Types of venture; Opportunities analysis; External Environmental Analysis- economic, social, technological; Competitive factors; Legal requirements for establishment of a new unit; Raising of funds; Venture Capital sources and documentation required
Unit III	Entrepreneurial Behaviour	Entrepreneurial behaviour and Psycho -Theories; Innovation and Entrepreneur; Social Responsibility
Unit IV	Entrepreneurial Development Programmes	EDP, their role, relevance and achievements; Role of Government in organizing EDPs; Critical Evaluation
Unit V	Role of Entrepreneur	Role of entrepreneur in economic growth as an evaluator; Generation of employment opportunities; Complimenting and supplementing economic growth; Bringing about social stability and balanced regional development of industries; Role in export promotion and import substitution; Forex Earnings; Augmenting and meeting local demand

Books Recommended:

1. Tendon ,C: Environment and Entrepreneur; Cliugh Publications, Allahabad.
2. Siner A David: Entrepreneurial Megabuks; John Wiley and Sons, New York.
3. Srivastava S. B: A Practical Guide to Industrial Entrepreneurs; Sultan Chand and Sons, New Delhi.
4. Prasanna Chandra: Protect Preparation, Appraisal, Implementation; Tata McGraw Hill. New Delhi.
5. Paudey I.M: Venture Capital - The Indian Experience; Prentice Hall of India, New Delhi.
6. Holt: Entrepreneurship-New Venture Creation; Prentice Hall of India New Delhi.