

B. Com. Semester III

Entrepreneurship Development II - Syllabus

Unit	Title	Details of Topic
Unit I	Launching Entrepreneurial Ventures	Creativity, Innovations, Methods to Initiate Ventures, Legal Challenges, Search for Entrepreneurial Capital
Unit II	Business Plan for New Ventures	Meaning and Objectives of a Business Plan, Advantages and cost of preparing a Business Plan, Elements, Critical Assessment
Unit III	Strategic Perspectives	Strategic Growth, Need for Strategic Planning, Understanding the growth stage, Unique managerial Concerns of growing enterprise, Valuation Concerns
Unit IV	Entrepreneurship – Indian Perspective	Historical Perspective, Global Indian Entrepreneurs, Institutions, Modern Entrepreneurs
Unit V	Project Work	Students have to prepare a detailed business plan selecting a product(s), Presentation of such business plans and submission after necessary corrections suggested by subject faculty.

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