

**JYOTI NIVAS COLLEGE AUTONOMOUS  
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

**Programme: B.Com.**

**Semester: VI**

**ENTREPRENEURIAL DEVELOPMENT**

**Course Code: 18BC602**

**No. of Hours: 60**

**COURSE OBJECTIVES:**

- To impart conceptual and managerial skills to students.
- To create awareness among the students about the various institutions which supports entrepreneurship.
- To familiarize the students on the prospects and problems associated with MSME.

**LEARNING OUTCOMES:**

- It will enable the students to become innovative and establish a foundation of confidence in the skills necessary to establish an enterprise.
- The course will enable the students to know the importance of business networking and the strategies in overcoming the business challenges.
- This course will give them an insight on how to make business proposal and also analysis of the same.

**UNIT1**

**08 HRS**

Entrepreneurship, problems and institutions promoting women entrepreneurs; competency requirement for Entrepreneurs.

**UNIT 2**

**12 HRS**

MSME -definition-types-role of MSME in Industrialization and economic development of India; policies of Kamataka Government regarding location of small scale industries, incentives offered; sickness in small scale units-causes and consequences, prevention and remedies. Weak industries. Make in India.

**UNIT3****15HRS**

Institutions supporting entrepreneurship-managerial, financial and marketing assistance- Role of IFCI, SFCs, SIDBI, DIC, EDI, SISI, SIDO, KVIC, Commercial Bank, KSSIDC, KSSIC, AWAKE, TECSOK in promoting Entrepreneurship, venture capital- types of venture capitalists, Incubation- types of incubators- facilities offered by incubation centres.

**UNIT4****15 HRS**

Identification of business opportunities; Steps involved in starting a small Enterprise-Financial, technical, social, legal and managerial feasibilities of the project.

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**UNIT5****10 HRS**

Business Plan- meaning- features- format- SWOT analysis. Preparation and presentation of a project proposal and its appraisal.

**SKILL DEVELOPMENT:**

- List out different investors funding start-ups.
- Identify companies that encourage intrapreneurs.
- List out the women entrepreneurs who have contributed to the growth of Indian economy.
- Study the contribution of social entrepreneur towards the development of the society.

**BOOKS FOR REFERENCE:**

1. Udai Pareek and TV Rao : Developing Entrepreneurship, Sanjiv Printers, Ahmedabad.
2. Vasant Desai: Entrepreneurship and Small-Scale Industry, Himalaya Publishing House.
3. Renu Arora, SK Sood, Vivekanand; Entrepreneurial Development, Kalyani Publishers.
4. Birley and Muzyka: Mastering Enterprise, Financial Times.
5. S.S.Khanka : Entrepreneurial Development, S. Chand & Co.,
6. Guide to Investors, UdyogMitra