

VEER NARMAD SOUTH GUJARAT UNIVERSITY

S.Y.B.COM

Optional Subject

FUNDAMENTALS OF ENTREPRENEURSHIP

(In force from June - 2003)

Objective

It provides exposure to the students to the entrepreneurial culture and industrial growth so as to preparing them to set up and manage their own small units.

COURSE INPUTS

1. Introduction : The entrepreneur, Definition, Emergence of entrepreneurial class Theories of entrepreneurship, Role soci-economic environment, Characteristics of entrepreneur, Leadership, Risk taking, Decision - making and business planning. 30%
2. Promotion of a Vneture : Opportunities analysis, External environmental anausis economics, Social, and teachnology, Competitive factors, Legal requirements for establishment of a new unit, and raising of funds, Ventuure capital sources and documentation required. 25%
3. Entrepreneurial Behaviour : Innovation and entrepreneur, Entrepreneurial Behavior and Psycho - Theories, Social responsibility. 20%
4. Entrepreneurial Development Programmes (EDP) : EDP, their role relevance, and achievements, Role of Government in organizing EDPs, Critical evaluation. 10%
5. Role of Entrepreneur : Role of an entrepreneur in economic growth as an innovator, generation of employment oportunities, complimenting and supplementing economic growth, brining about social stability and balanced regional development of industries, Role in export prort promotion and import substitution, forex earning, and augmenting and meeting local demand.

Suggested Readings

1. Tandon B.C. : Environment and Entrepreneur, Chugh 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 Sons, New Delhi.
4. Prasanna Chandra : Project Preparation, Appraisal, Implementation, Tata McGraw Hill, New Delhi.
5. Pandey I.M : Venture Capital - The Indian Experience, Prentice Hall of India.
6. Holt : Entrepreneurship - New Venture Creation, Prentice Hall of India.

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