

VEER NARMAD SOUTH GUJARAT UNIVERSITY

T.Y.B.Com.

(With effect from July, 2004-2005)

Business Entrepreneurship - II

Entrepreneurship Practice

1. Identification of Project - Stages involved in Identification of a project Feasibility testing - Identification of potentials in various sectors - Manufacturing, Agrobased Industries, Trade, Services. Concept of - Formal and Informal Sector. 10 %
2. Project Report - Meaning, Importance - Contents, Estimation of earnings - B.E.P., Cash-Flow Statement - Estimation of Working Capital - Sources of Finance. 25%
3. Registration of procedure for Business Unit, stages involved and documents required for registration - Legal framework for registration of business unit, renewal of registration - special concessions for registration. 15%
4. Institutional set - up for supporting small & medium scale entrepreneurs/business units, - DIC, GIDC, GSFC, GSSIDC, GITCON, GCED, SICOM, SIDBI, KVIC and others. 20%
5. Innovation - Principles of purposeful Innovation - Theories of innovation - Seven sources of Innovation - Continuous Improvement through Innovation - A success story of an Innovative Entrepreneurs such as Dhirubhai Ambani, Karsanbhai Patel, Odhavji Patel, Mafatlal, Ratan Tata, lalbhai Group, Jay Mehta. 15%
6. Problems of Entrepreneurship. 15%

Suggested Reading :

1. Entrepreneurship - Hisrich & Peters
2. Entrepreneurial Megabooks - Siner A. David
3. Entrepreneurship - New Venture Creation - Holt
4. Venture Capital - The Indian Experience - I.M.Pandey
5. Project Preparation, Appraisal, Implementation - P.Chandra
6. Environment and Entrepreneur - B.C.Tandon
7. A Practical Guide to Industrial Entrepreneurs - S.B.Srivastava
8. Entrepreneurship and Economic Development - P.Kilby
9. Entrepreneurship for Economic Growth - S.Singh
10. Dynamics of Entrepreneurial Development - V.Desai
11. Entrepreneurship Development
- S.Anil Kumar, S.C.Poornima, Mini K.Abraham, K.Jayashree
12. Entrepreneurship Development - C.B.Gupta & Khanka (S.Chand)
13. Small Scale Industries and Entrepreneurship - Vasant Desai (Himalya)
14. Entrepreneurship Development in India - Gupta & Shinivasan
(Sultan Chand)
15. Entrepreneurship Development and Management - Jose Paul & N
Ajithkumar (Himalaya)

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ENTREPRENEURSHIP

C. 2.7 FUNDAMENTALS :

Objective :

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

COURSE INPUTS

- 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 a Venture : Opportunities analysis ; External environmental analysis economic, social, and technological; Competitive factors ; Legal requirements for establishment of a new unit, and raising of funds ; Venture capital sources and documentation required.
- UNIT III Entrepreneurial Behavior : Innovation and entrepreneur; Entrepreneurial behavior and Psycho – Theories, Social responsibility.
- UNIT IV Entrepreneurial Development Programmes (EDP) : EDP, their role, relevance and achievements ; Role of Government in organizing EDPs : Critical evaluation.
- UNIT V Role of Entrepreneur, Role of an entrepreneur in economic growth as an innovator, 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, and augmenting and meeting local demand.

SUGGESTED READINGS

1. Tandon B. C. Environment and Entrepreneur, Chugh Publications, Alahabad.
2. Siner A David : Entrepreneurial Megabooks ; John Wiley and Sons, New York
3. Srivastava S. B. Practical Guide to Industrial Entrepreneurs ; Sultan Chand and 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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