

VEER NARMAD SOUTH GUJARAT UNIVERSITY
S. Y. B.COM (Hons)
Semester-III
BC 2.7 Fundamentals of Entrepreneurship

(Inforce from the Academic Year – 2015 – 2016)

Course Input:

Unit- 1. Introduction:

The entrepreneur, Definition, Emergence of entrepreneurial class, Factors into making of an entrepreneur, characteristics of an entrepreneur in small scale and Large scale enterprise, Theories of entrepreneurs, Role of socio – economic environment, Characteristics of entrepreneur, entrepreneur function stages of entrepreneur , development , leadership , Risk taking, decision making and Business Planning. [35%]

Unit -2. Promotion of a venture; Opportunity analysis; External environmental analysis; Economic, Social, and Technological; Competitive factors ;Legal requirements for establishments of a new unit and raising of funds; Venture capital sources and documentation required ; venture capital companies in India. [30%]

Unit 3 . Entrepreneurial Behaviour; Innovation and Entrepreneur ;stages in innovation process, elements in the invention-innovation process, windows and corridors of opportunity, success mantras for entrepreneurs ,Left v/s right hemisphere of the brain, People in technological innovation. Mavericks& misfits about Entrepreneurship, Entrepreneurial behaviour and psycho theories, social responsibility. [35%]

Suggested Readings:

1. Tandon. B.C. Environment and Entrepreneur; Chug Publications.
2. Siner .A. David. Entrepreneurial Mega bucks; John Wiley and sons, New Delhi.
- 3.Srivastava S.B.A practical Guide to Entrepreneurs; Sultan Chand and sons. New Delhi.

4.Pandey L.M. Venture Capital The Indian Experience Prentice Hall of India.

5. Prasana Chandra Project preparation, Appraisal, Implementation. Tata McGraw Hill, New Delhi.

6.Holl Entrepreneurship-New Venture creation.

VEER NARMAD SOUTH GUJARAT UNIVERSITY
S. Y. B.COM (Hons)
Semester-4

BC 2.7 Fundamentals of Entrepreneurship

(Inforce from the Academic Year – 2015 – 2016)

Course Input:

Unit 1.

Entrepreneurial development programmes.(EDP),:EDP, their role, objectives , relevance, and Achievements, Role of Govt. In organising EDPs; Issues and Misconceptions about EDP, Critical evaluation. [30%]

Unit 2.

Role of Entrepreneur: . Role of Entrepreneur, in Economic growth as a innovator, Generation of employment opportunity, Complimenting and supplementing economic growth, bringing about social stability and balanced regional development ,of industries, role in Export promotion and import substitution , Forex earning and augmenting and meeting local demand. [40%]

Unit 3.

Projects. Top Entrepreneur globally, Achievements of entrepreneur as leaders , Top ten Entrepreneurs globally, Achievements of Entrepreneurs in each sector, Future of Entrepreneurs in India. [30%]

1. Tandon. B.C. Environment and Entrepreneur; Chug Publications.

2. Siner .A. David. Entrepreneurial Mega bucks; John Wiley and sons, New Delhi.

3.Srivastava S.B.A practical Guide to Entrepreneurs; Sultan Chand and sons. New Delhi.

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