

**Punyasholk Ahilyadevi Holkar Solapur University, Solapur**



NAAC Accredited-2015  
'B' Grade (CGPA 2.62)

**Name of the Faculty- COMMERCE & MANAGEMENT**

**Syllabus of –Fundamentals of Entrepreneurship**

**Name of the Course-B.COM –II**

**SEM III AND SEM IV**

**With effect from June-2020**

**PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR**

**B.Com.-II (Semester III & IV) Syllabus**

**Fundamentals of Entrepreneurship**

**(w. e. f. June 2020)**

**1) Preamble :** To familiarize the students with basic concepts of the entrepreneurship and motivate them to become entrepreneur is main intentions of this paper. It will enable them to understand various concepts relating to business and entrepreneurship. The course aims at equip the students with the emerging issues in business, trade and commerce regarding analyzing business facts. To impart theoretical knowledge with practical exposure of Entrepreneurship.

**2) Objectives of the course:**

1. The purpose of the paper is to orient the learner toward entrepreneurship as a career option and creative thinking and behavior.
2. To expose students to basic entrepreneurial concepts and inculcate theoretical knowledge of entrepreneurship.
3. To develop entrepreneurial qualities and skills among the students and motivate them to become entrepreneur.

**3) Course Outcome:**

After completion of the course, the students will be able to:

1. Define basic terms and economic importance of entrepreneurship
2. Identify the elements of success of entrepreneurial venture and inculcate entrepreneurial skills among them.
3. Consider the financial conditions as well as the importance of infrastructure for starting a new business.
4. Understand the process to select new business idea.

**PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR**

**B.Com.-II (Semester III) Syllabus  
Fundamentals of Entrepreneurship – Paper I  
(w. e. f. June 2020)**

<b>1</b>	<b>Introduction to Entrepreneurship</b>	<p><b>A) Entrepreneur –</b>                      i) Meaning &amp; Definition                      ii) Functions of Entrepreneur                      iii) Qualities of Entrepreneur                      iv) Types of Entrepreneurs                      v) Challenges before entrepreneurs in modern era</p> <p><b>B) Entrepreneurship-</b>                      i) Meaning &amp; Definition,                      ii) Factors motivating Entrepreneurship                      iii) Obstacles in Entrepreneurship</p> <p><b>C) Entrepreneurship theories-</b>                      a) Joseph Schumpeter’s Innovation theory                      b) McClelland’s theory of need for achievement                      c) The Uncertainty-Bearing Theory of Knight</p>	15
<b>2</b>	<b>New Dimensions of Entrepreneurship</b>	<p><b>A) Start up-</b> Mobilizing resources for Start up, steps for start up  <b>B) Stand up-</b> Concept and Importance  <b>C) Make in India-</b> Concept and Importance  <b>D) Incubation Centre-</b> Concept and Importance  <b>E) Pradhan Mantri Mudra Yojana (PMMY):</b> Concept, Importance and Procedure</p>	15
<b>3</b>	<b>Entrepreneurship and Micro, Small and Medium Enterprises(MSME)</b>	<p><b>Micro, Small and Medium Enterprises (MSME):</b>  <b>A)</b> Meaning &amp; Importance  <b>B)</b> Problems of MSME and Remedies  <b>C)</b> Steps involved in the formation of MSME  <b>D)</b> Registration Procedure to acquire license to run sole proprietorship under Maharashtra Shop and Establishment Rules, 2018.  <b>E) Udyog Aadhar –</b>                      i) Concept &amp; Importance                      ii) Procedure to obtain Udyog Aadhar from Ministry of MSME</p>	15
<b>4</b>	<b>Project Management and Project Report</b>	<p><b>A) Project Management-</b>                      i) Meaning and concept of project                      ii) Importance                      iii) Stages of Project management</p> <p><b>B) Report Writing-</b>                      i) Meaning of project report                      ii) Contents of Project report                      iii) Preparation of Project report of- Retail stores Hotel, Beauty parlor and dairy farming</p>	15

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**B.Com.-II (Semester IV) Syllabus**

**Fundamentals of Entrepreneurship – Paper II**

**(w. e. f. June 2020)**

1	Entrepreneurship Development	<p><b>A) Entrepreneurship Development-</b>                      i) Meaning and Definition                      ii) Objective of Entrepreneurship Development                      iii) Process of Entrepreneurship Development                      iv) Problems and measures of EDP in India.</p> <p><b>B) Institutional Support-</b>                      i) Entrepreneurship Development Institution of India (EDII) - Meaning and Functions                      ii) District Industrial Centre (DIC)- Meaning and Functions                      iii) Maharashtra Industrial Development Corporation (MIDC)- Meaning and Functions                      iv) Maharashtra Centre for Industrial Development (MCED)- Meaning and Functions                      v) Small Industrial Development Bank of India (SIDBI)- Meaning and Functions</p>	20
2	Entrepreneurship in Different Sector	<p><b>A) Women Entrepreneurship-</b>                      i) Concept                      ii) Characteristics of Women Entrepreneurship                      iii) Problems and Measures of Women Entrepreneurship</p> <p><b>B) Rural Entrepreneurship-</b>                      i) Concept                      ii) Importance of Rural Entrepreneurship                      iii) Problems of Rural Entrepreneurship</p> <p><b>Agro Entrepreneurship-</b>                      i) Concept of Agro Entrepreneurship                      ii) Need of Agro Entrepreneurship                      iii) Obstacles in Agro Entrepreneurship</p> <p><b>C) Retail Entrepreneurship-</b>                      i) Concept of Retail Entrepreneurship                      ii) Importance of Retail Entrepreneurship                      iii) Problems of Retail Entrepreneurship</p>	15
3	Social Entrepreneurship and Social Responsibilities of Entrepreneurs	<p><b>A) Social Entrepreneurship-</b>                      i) Meaning and Definition                      ii) Importance of Social Entrepreneurship                      iii) Ethics in Social Entrepreneurship                      iv) Forms/Types of Social Entrepreneurship</p> <p><b>B) Social Responsibility of Entrepreneurs towards- Consumers, Employees, Investors, Local Public, The Nation</b></p>	10
4	Lessons from Successful Entrepreneurs	<p>A) JRD Tata- Tata Group                      B) Azim Premji- Wipro                      C) Jeff Bezos- Amazon                      D) Jack Ma- Alibaba Group                      E) Kiran Mazumdar Shaw –Biocon Limited.</p>	15