

SOLAPUR UNIVERSITY, SOLAPUR



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

Faculty of Commerce

CBCS Pattern Syllabus

B.Com. II SEM-III and SEM- IV

Fundamentals of Entrepreneurship

With effect from June-2017

Solapur University, Solapur
B.Com.-II (Semester III) Syllabus
Fundamentals of Entrepreneurship

(w. e. f. June 2017)

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.

2) Objectives of the course:

1. To expose students to basic entrepreneurial concepts.
2. To inculcate theoretical knowledge of entrepreneurship.
3. To develop entrepreneurial qualities and skills among the students.
4. To motivate the students to became entrepreneur.
5. To prepare a base of various professional courses like C.A.,C.W.A..M.B.A., etc. and business

3) Advantages of the course:

On successful completion of this syllabi student will be able to get well acquainted with the fundamentals of entrepreneurship. He/She will have understood the role of entrepreneur in business. He/She will be motivated to make his mindset for taking up entrepreneurship as career. He will be able to decide policies of business firms.

4) Eligibility of the course: B.Com. I or equivalent examination passed or B.Com. I - A.T.K.T. of Solapur University.

5) Duration: Each semester is equal to the one term of academic year of B.Com. II

6) Medium of instruction: English/ Marathi

7) Structure of the course:

Course	Title	Theory Lectures Per Week	Total Periods of Teaching in a Semester	Duration Of University Exam	For University Exam		For Internal Exam		Total Marks	
					Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks
B.Com.II / Sem-III	Fundamentals of Entrepreneurship	04	60 (15 Weeks)	2 $\frac{1}{2}$ Hrs	70	28	30	12	100	40

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Unit No.	Topic	Subtopics	Periods
1	Introduction to Entrepreneurship	<p>A] Entrepreneur – Meaning, Definition, Importance, Functions, Qualities and Types. Advantages of becoming Entrepreneur. Challenges before entrepreneurship in modern era.</p> <p>B] Entrepreneurship- Meaning, factors motivating Entrepreneurship, obstacles in Entrepreneurship. Entrepreneurship theories- Joseph Schumpeter’s Innovation theory, McClelland’s theory of need for achievement.</p>	15
2	Entrepreneurship in Different sectors.	<p>A] Women Entrepreneurship- Concept, characteristic, Obstacles, Remedies for women entrepreneurs. Role of SHG in women entrepreneurship development.</p> <p>B] Social Entrepreneurship- Concept and Need.</p> <p>C] Group Entrepreneurship- Concept, Meaning, and Significance of group entrepreneurship.</p>	15
3	Starting New Venture	<p>A] Idea Generation- Meaning of Idea generation, Methods of Idea generation- Brainstorming, Creativity, Checklist, Industrial focus Group.</p> <p>B] Idea Screening-Trends- Political, Economical, Social and technological.</p> <p>Industry – Threat of substitute, bargaining power of buyers, rivalry, threat of new entrants.</p> <p>Markets – Current size, growth rate, stage development cycle, industry profitability.</p> <p>Similar Firms- returns on capital, efficiency, competition</p>	15
4	Project Management and Project Report	<p>A] Project Management- Meaning and concept of project, Importance, Stages of Project management.</p> <p>B] Report Writing- Meaning of project report, Contents of Project report. Preparation of Project report of- Retail stores, Hotel, Computer store and Beauty parlor.</p>	15

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B.Com.-II (Semester IV) Syllabus
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Unit No.	Topic	Subtopics	Periods
1	Entrepreneurship Development	<p>A) Entrepreneurship Development- Concept, Meaning, objective, process, problems and measures of EDP in India.</p> <p>B) Institutional Support- DIC- MIDC, EDI, NIESBUD, NISIET, SIDO, SIDBI, TCO (Only Meaning and Functions)</p>	15
2	Small Scale Industries	<p>A) Small scale Industries- meaning, Features, Need of small scale industries, Incentives for Small Scale Units-Meaning & objectives for incentives, subsidy Tax concession, Marketing & Export Assistance, Technical Assistances.</p> <p>B) Industrial sickness -Reasons of failure of small scale industries- Industrial sickness- reasons, symptoms and corrective measures. Role of government in promoting the small scale industry.</p>	20
3	Rural and Agri Entrepreneurship	<p>A) Rural Entrepreneurship-Concept, Need, Problem of rural entrepreneurship.</p> <p>B) Agri Entrepreneurship- Concept, Need, opportunities, problems and suggestions.</p>	10
4	Lessons from Successful Entrepreneurship	<p>JRD Tata- Tata</p> <p>Dhirubhai Ambani- Reliance</p> <p>Bill Gates- Microsoft</p> <p>Steve Jobs- Apple</p>	15

Suggested Reading / Books recommended

1. Dynamics of Entrepreneurial Development & Management - By Vasant Desai.
2. Udyojakata - By Prabhakat Deshmukh
3. Entrepreneurship Development in India - By C.B. Gupta & N.P. Shrinivasan
4. Project preparation Appraisal, implementation - By Prasanna Chandra
5. Entrepreneurship and small Business management - By Shukla M. B.
6. Entrepreneurial Development - By Khanak S. S.
7. Entrepreneurial Development - By Godron E. & Natarajan K.
8. Entrepreneurial Development - By Taneja satish & Gupta S. L.
9. Current Trends in Entrepreneurship - By Mohan S. Elangovan R.
10. Entrepreneurship - Robert D. Hisrich Michael, P. Peter

Equivalent Subject for Old Syllabus

Sr. No.	Name of the Old Paper	Name of the New Paper
1	Fundamentals of Entrepreneurship	Fundamentals of Entrepreneurship

Nature of Question Paper

B.ComII /Sem-III and Sem IV:
Fundamentals of Entrepreneurship

Time: - $2\frac{1}{2}$ hrs.

Total Marks-70 .

Question No.	Type of Question	Marks	
Q. 1	Multiple choice questions (four alternatives should be given)	14	
	1 -----		
	(a) (b) (c) (d)		
	2		
	3		
	4		
	5		
	6		
	7		
	8		
9			
10			
Q. 2	Short Answer Questions	07	
	(A) (B)	07	
Q. 3	Short Answer Questions	07	
	(A) (B)	07	
Q. 4	Long Answer Questions (Attempt 1)	14	
	(A) or (B)	14	
Q. 5	Long Answer Questions (Attempt 1)	14	
	(A) or (B)	14	