

# Solapur University, Solapur

## New Syllabus for Fundamentals of Entrepreneurship

### B. Com-II

w. e. f. June 2009

Paper Code No.

Lectures – Per week 4

Course No. –

Total Lectures – 60

Total Marks - 50

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**Objective:-** To motivate students to accept challenges and start ventures.

### **Section -I**

Unit No.	Name of the Topic	Details	Lect./ Periods
1	Introduction	Entrepreneur-Meaning- characteristics, Roles, advantages of becoming Entrepreneur.	15
2	Entrepreneurship	Meaning, factors motivating Entrepreneurship, obstacles inhibiting Entrepreneurship.	15
3	Starting New Venture	Idea generation – (a) Methods used to Generate ideas- Brain storming, creativity, checklist, experience in industry focus groups.	15

		(b) Sources of origination of ideas-Information collected by self, by associates or others and discovery.	
4	Starting New Venture-	Idea screening:- <b><u>Trends-</u></b> Political, Economical, Social and technological.  <b><u>Industry</u></b> – Threat of substitute, bargaining power of buyers, rivalry, threat of new entrants.  <b><u>Markets</u></b> – Current size, growth rate, stage development cycle, industry profitability.  <b><u>Similar Firms-</u></b> returns on capital, efficiency, competition.	15
<b>Section-II</b>			
1	New Venture Setup	Form of ownership, Registration, Licenses opening bank A/C, selection of premises / location, order for machinery, power connection.	15
2	Women Entrepreneurs	Concept of women entrepreneur, motivation of women entrepreneurs, problems of women entrepreneurs obstacles in the development of	15

		women entrepreneurship, women entrepreneurship in India.	
3	Institutional Support	1) District Industries Center (DIC)- its structure, and functions. Maharashtra state Industrial Development Corporation (MIDC) Its functions & objectives.	15
4	Incentives for Small Scale Units	Meaning & objectives for incentives, subsidy Tax concession, Marketing & Export Assistance, Technical Assistances.	15

# Nature of Question Paper

## Distribution of marks for the University Exam

1. (a) 20% Marks -- Objectives questions
- 40% Marks -- Short notes / Short answer type questions / short Mathematical type questions.
- 40% Mark -- Descriptive type questions / Long Mathematical type questions.

Out of 20% Marks for objective questions 10% marks should be assigned to multiple choice questions and remaining 10% be assigned to fill in the blanks / answers in one sentence etc. However, each faculty may decide nature and types of questions to be set subject to distribution of above percentage of marks.

20% Flexibility in distribution of marks be allowed to M. Sc. Courses in Science Faculty.

- (b) One descriptive type question will be Compulsory

Paper setter should mention approximate words limit for short note /short answer type questions except Diagrammatical and Numerical questions.

***Suggested Reading / Books recommended***

1. Tendom B.C. – Environmental and entrepreneurship chough Publications, Allahabad.
2. Shrivastav S.B. – A Practical Guide to industrial entrepreneurs sultan chand & sons, New Delhi.
3. Prasanna Chandra – Project Preparation, Appraisal Implementation Tata Mc Grew Hill, New Delhi.
4. E. Gordon & K. Natrajan – Entrepreneurship Development Himalaya Publishing House.
5. R.V. Badi, N.V. Badi – Entrepreneurship Vrinda Publications Ltd. Delhi.
6. Desai Vasant – Dynamics of Entrepreneurial Development & management - Himalaya Publishing House.