

B. COM
ENTREPRENEURSHIP
DEVELOPMENT II
(100 Marks- 75 Lectures)

UNIT I Steps in setting up of SSI units. (15 Marks-12 lectures)

Meaning of SSI and classification based on investment in plant and machinery (MSME Act)

- a) Selection of a product –factors to be considered while selecting a product**
- b) Preparation of project report**
- c) Selection of form of ownership-meaning of Sole proprietorship, Partnership, Company, HUF, Co-operative society and factors to be considered for selection of form of ownership.**
- d) Selection of site-factors to be considered and different sites available**
- e) Designing capital structure-factors to be considered**
- f) Quotation for machinery or equipment**
- g) Provisional Registration of SSI- procedure in detail and its importance**
- h) Obtaining NOC and other statutory licenses from pollution board, food and drug department, municipality, health, factories and boilers.**
- i) Apply for power/water connection**
- j) Recruitment, Selection and Training of staff an overview**
- K) Procurement of inputs**
- l) Trial and commencement of commercial production.**
- m) Permanent registration-procedure in detail and its importance**

UNIT II Functional areas of Management (20 Marks-15lectures)

- a) Production management: factors influencing choice of technology. Material management- Purchasing- need and importance, Inventory Control-need and importance.**
- b) Marketing Management: factors affecting choice of channels, Problems faced by SSI units and remedies to overcome the problems.**
- c) Financial Management: Fixed and Working capital- factors considered, sources and management of fixed and working capital. Problems faced by SSI units.**
- d) Man power requirements- unskilled, semi-skilled, skilled, contract and casual workers. Sources of recruitment in SSI units, problems faced(labour turnover, labour absenteeism, labour shortage, maintenance of workers).**

UNIT III Role of institutions supporting entrepreneurs. (20 Marks-15 lectures)

SIDO, MSMEDI, NSIC, GIDC, EDC, DIC, GHRSSIDC, KVIC, EDI-India, NIESBUD, SIDBI, SFC, DRDA, GCCI and commercial banks (objectives, functions/schemes)

UNIT IV Incentives and Subsidies available to entrepreneurs (15 Marks-12lectures)

Meaning, Need and Issues in Incentives. Incentives and Subsidies offered by Government of Goa(including incentives for IT and ITES) and incentives and subsidies offered by Central Government. PMRY scheme, CMRY scheme, Seed Capital Assistance

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Scheme, Horticulture kiosk scheme in brief.

UNIT V Industrial sickness

(20 Marks-15 lectures)

Industrial sickness-meaning, symptoms, causes, consequences of industrial sickness, remedial measures taken including government's role.

UNIT VI Social responsibilities of Entrepreneurs

(10 Marks-6 lectures)

Social responsibilities of entrepreneurs- towards owners, employees, shareholders, customers, government, suppliers, competitors, society and environment. Arguments for and against social responsibilities

Books for Study and Reference:

Dynamics of Entrepreneurship Development- Vasant Desai

Industrial Organisation and Management -Kale and Ahmed

Entrepreneurship Management-Romeo Mascarenhas (Vipul Prakashan)

Entrepreneurship Development and Management-Jose Paul ,Ajith Kumar(Himalaya publishing house)

Entrepreneurial Development –Dr S.S. Khanka(Sultan Chand publication)

Entrepreneurship Development-Gordon and Natarajan (Himalaya publishing house)

Entrepreneurial Development-C.B. Gupta and Srinivasan(Sultan Chand)

Entrepreneurship Management- Achut P. Pednekar(Himalaya publishing house)

