

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

**OBJECTIVE:** To motivate the students to be self employed. From the syllabus they will get theoretical knowledge on how to start an enterprise of their own. Practical knowledge can be obtained through assignments like writing a project report to obtain finance or interviewing existing entrepreneurs.

**UNIT 1-INTRODUCTION**

**(20 Marks-15 Lectures)**

a. Definition and concept of entrepreneur

b. Qualities of entrepreneur: willingness to assume risk, leadership, decisiveness, creative thinking, confidence in project, technical knowledge, flexibility, ability to marshal resources, market orientation, determination courage and perseverance, honesty, drive to achieve and grow, low need for status and power.

c. Skills required for entrepreneurs: conceptual, technical, human relation, communication, diagnostic, decision making, managerial, project development and marketing skills.

d. Functions of entrepreneurs: Innovation, planning the project, organising, risk-taking and uncertainty bearing, procurement and mobilisation of resources, taking business decisions, perception of market opportunities, marketing of products and responding to the competition, financial management, upgrading process and product quality, fulfilling social obligations, dealing with public bureaucracy and developing social atmosphere.

**UNIT II Origin and development of entrepreneurship.**

**(20 Marks-15 lectures)**

Brief historical background, Theories of entrepreneurship- sociological, psychological, economic and integrated theory of entrepreneurship.

Role of entrepreneur in economic development

Entrepreneur V/s Intrapreneur, features of Intrapreneurs.

Types of entrepreneurs-Innovative, imitative, fabian, drone, rural, professional .

Recent trends-sociopreneur, edupreneur, ecopreneur, and agropreneur

Women entrepreneurs- features.

**UNIT III Identification of business opportunities**

**(20 Marks-15 lectures)**

**SWOT analysis**

Environment scanning-meaning and benefits

Factors considered for environment scanning- socio-cultural, economic, technical, demographic, legal and political, geographical and international factors.

Sources and steps involved in identification of business opportunities.

Market research- meaning, need for market research, techniques in market research- field survey techniques, test marketing, Delphi technique, desk research ,observation method and experiment method.

#### **UNIT IV Project formulation**

**(20 Marks-15 lectures)**

**Meaning and concept of project formulation**

**Stages in project formulation**

**a) Elements of project formulation-feasibility analysis, techno-economic analysis, project design and network analysis, input analysis, financial analysis.**

**b) Project Appraisal-concept and features, methods of appraisal-break even analysis, cost benefit analysis, social cost benefit analysis and profitability analysis.**

**c) Project Selection-meaning,**

**Factors to be considered for project selection-rawmaterials, credit facilities, market forces, competition, government policy, incentives and subsidies, labour force, capital requirements, infrastructure, profitability (elementary knowledge).**

**d) Project report-meaning importance and contents of project report.**

#### **UNIT V Innovation in entrepreneurship**

**(20 Marks-15 lectures)**

**Purposeful innovation-unexpected success/failure, process need, change in demography, industry and market structure, incongruities, change in perception, new knowledge**

**Principles of purposeful innovation-Do's, Don'ts and the three conditions**

**Incubation centres-meaning, services and role of incubation centres, study of any two incubation centres in Goa.**

**Self-help groups- meaning and role.**

**Books for Study and Reference:**

**Dynamics of Entrepreneurship Development by Vasant Desai**

**Innovation and Entrepreneurship-Practice and Principles by Peter Drucker**

**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)**

