**B. COM**

**SEMESTER III**

**Entrepreneurship Development (CC 11)**

**(100 Marks- 60 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 I Introduction (40 Marks-24 Lectures)**

a) Definition and concept of entrepreneur

 Qualities, Skills and Functions of entrepreneur

b)Origin and development of entrepreneurship.

Theories of entrepreneurship

Role of entrepreneur in economic development

Entrepreneur V/s Intrapreneur, features of Intrapreneurs.

Types of entrepreneurs

Recent trends**-**sociopreneur, edupreneur, ecopreneur, and agropreneur

Women entrepreneurs. Self Help Groups.

**UNIT II Identification of Business Opportunities (20Marks-12 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 III Project formulation (20 Marks-12 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 .

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

**UNIT IV Innovation in Entrepreneurship (20 Marks-12 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

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

**References:**

1. Desai, Vasant. *Dynamics of Entrepreneurship Development*
2. Drucker, Peter. *Innovation and Entrepreneurship-Practice and Principles*
3. Mascarenhas, Romeo. *Entrepreneurship Management.* Vipul Prakashan
4. Paul, Jose; Kumar, Ajith. *Entrepreneurship Development and Management.* Himalaya publishing house
5. Khanka, S.S. *Entrepreneurial Development.* Sultan Chand publication
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8. Pednekar, Achut P. *Entrepreneurship Management.* Himalaya publishing house