

PROGRAM	Bachelors Of Commerce / Bachelors Of Commerce(Hons)
SEMESTER	V
COURSE TITLE	Entrepreneurship
COURSE CODE	04BC0508
COURSE CREDITS	04
COURSE DURATION	48 Hrs (48 sessions of 60 minutes each)

COURSE OUTCOMES:

- Comprehend fundamental concepts of entrepreneurship for starting the business.
- Understand Industrial environment and challenges for SMEs .
- Identify sources for raising funds for start- ups.
- Demonstrate an understanding of different Government schemes for start ups
- Prepare a business plan

Teaching and Examination Scheme

Teaching Scheme (Hours)			Credits	Internal Marks (50%)		End-Semester Examination (50%)			Total Marks
Theory	Tutorial	Practical		IA	CSE	Theory	Practical/Viva	Term Work (TW)	
4	0	0	4	30	20	0	50	0	100

Course Contents:

Unit No	Unit / Sub Unit	Sessions
I	ENTREPRENEURSHIP - AN INTRODUCTION: Meaning & Definition of Entrepreneurship, Common Entrepreneurial Characteristics, Required skills of an Entrepreneurs, Entrepreneurial Process, Role of Entrepreneurship in Economic Development of the Nation, Advantages & Drawbacks of Entrepreneurship, Introduction to Intrapreneurship.	10
II	UNDERSTANDING INDUSTRIAL ENVIRONMENT: Industry - Large Scale - Small Scale - Tiny - Ancillary - Cottage, Challenges for Small Scale Industries, Registration process of SME, Definition & Symptoms of industrial sickness and suggested remedies for sick units, Domestic & International Entrepreneurship Options.	12

III	PREPARING BUSINESS PLAN: Generation of Project Ideas, Sources of Business Ideas, Methods to generate business ideas, Feasibility Analysis: Economic, Managerial competency. Marketing, Financial & Technical, Environmental Scanning and SWOT analysis. Structure of a business plan, Importance of Business Plan, process of Preparation of Business Plan.	08
IV	SOURCES OF FINANCE FOR BUDDING ENTREPRENEURS Debt V/S Equity, Internal V/s External Funds, Options for Borrowing Funds, Various Financial Institutions Supporting entrepreneurial activities, Introduction to Venture Capital Funding, Managing Growth	08
V	Government Support for Entrepreneurship Development: Initiatives for Start-up India-Stand up India and Skill India- Government of Gujarat schemes for Startup- Start up and ecosystem- Stand-up India: Women and Minority Entrepreneurship- Ease of Doing Business (EoDB): Overview, Ranking, Determinants of EoDB	10

SUGGESTED READINGS:

Text Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
T-01	Kumar Arya,	Entrepreneurship	Pearson,	1 st Edition, 2012
T-02	Desai Vasant,	The Dynamics of Entrepreneurial Development & Management	Himalaya Publishing House, Delhi	5 th Edition, 2013
T-02	Robert D. Hisrich, Michael P Peters and Dean A Shepherd.	Entrepreneurship	TMH	10 th Edition, 2017

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year of Publication
R-01	Poornima M. Charnatimath, ,	Entrepreneurship Development And Small Business Enterprises	Pearson,	2 nd Edition

R-02	K Ramchandran,	Entrepreneurship – Indian Cases on Change Agents	TMGH	2013
R-03	Satish Taneja, S.L.Gupta	Entrepreneurship Development New Venture Creation	Galgotia Publishing Company	2nd Edition
R-04	Rashmi Bansal	Stay Hungry Stay Foolish	IIM Ahmedabad CIIE publication	2008
R-05	Longenecker, Petty, Palich and Hoy	Small Business Management	Cengage Learning, India Edition	17 th Edition