



Rayat Shikshan Sanstha's

KARMAVEER BHAURAO PATIL MAHAVIDYALAYA PANDHARPUR

(An Autonomous College)

Affiliated to P.A.H.Solapur University, Solapur

Name of the Programme : B.Com II		Semester – III	
Name of the Course (Subject): Fundamentals of Entrepreneurship KBPM-C-234			
Semester End Exam (SEE) 40 Marks	Continuous Internal Assessment (CIA) 10	Total Marks 50	Credit Assigned - 04 Workload – 4 Hrs Per Week
Introduced from June 2020			

Objectives of the course:

1. The purpose of the paper is to orient the learner toward entrepreneurship as a career option and creative thinking and behavior.
2. To expose students to basic entrepreneurial concepts and inculcate theoretical knowledge of entrepreneurship.
3. To develop entrepreneurial qualities and skills among the students and motivate them to become entrepreneur.

Course Outcome:

After completion of the course, the students will be able to:

1. Define basic terms and economic importance of entrepreneurship
2. Identify the elements of success of entrepreneurial venture and inculcate entrepreneurial skills among them.
3. Consider the financial conditions as well as the importance of infrastructure for starting a new business.
4. Understand the process to select new business idea.

Fundamentals of Entrepreneurship Semester-III

Unit No	Name & Contents of Units	No .of Lectures.	Teaching Method
1	Introduction to Entrepreneurship: a) Entrepreneur – Meaning, Definition, Importance, Functions, Qualities and Types. Advantages of becoming Entrepreneur. Challenges before entrepreneurship in modern era. b) Entrepreneurship- Meaning, factors motivating Entrepreneurship, obstacles in Entrepreneurship. Entrepreneurship theories- Joseph Schumpeter's Innovation theory, McClelland's theory of need for achievement	15	1.Lecture 2.PPT 3.Videos
2	Recent Trends and Concepts in Entrepreneurship : a) Mobilizing resources for Start up, steps for start up b) Stand up- Concept and Importance c) Make in India- Concept and Importance Incubation Centre- Concept and Importance	15	1.Lecture 2.PPT
3	Entrepreneurship and Micro, Small and Medium	15	1. Lecture

	Enterprises(MSME) : Micro, Small and Medium Enterprises (MSME): a) Definition, Importance, Problems of MSME and Remedies, b) Steps involved in the formation of MSME- Location, Clearances, Permits required, Formalities, Licensing and Registration Procedure.		2. PPT
4	Project Management and Project Report : A] Project Management- Meaning and concept of project, Importance, Stages of Project management. B] Report Writing- Meaning of project report, Contains of Project report. Preparation of Project report of- Retail stores, Hotel, Beauty parlour and dairy farming	15	1. Lecture 2. PPT 3. Project/Report Writing

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Name of the Programme : B.Com II		Semester – IV	
Name of the Course (Subject): Fundamentals of Entrepreneurship KBPM-C-244			
Semester End Exam (SEE) 40 Marks	Continuous Internal Assessment (CIA) 10	Total Marks 50	Credit Assigned - 04 Workload – 4 Hrs. Per Week
Introduced from June 2020			
Fundamentals of Entrepreneurship Semester -IV			
Unit No	Name & Contents of Units	No .of Lectures.	Teaching Method
5	Entrepreneurship Development: A] Entrepreneurship Development- Concept, Meaning, objective, process, problems and measures of EDP in India. B] Institutional Support- DIC- MIDC, MCED, SIDBI, (Only Meaning and Functions)	15	1.Lecture 2.PPT
6	Entrepreneurship in Different Sector: a) Women Entrepreneurship- Concept and Importance b) Rural Entrepreneurship- Concept and Importance c) Agro Entrepreneurship- Concept and Importance Social Entrepreneurship- Concept and Importance	15	1.Lecture 2.PPT 3.Practical Work

7	Social Responsibilities of Entrepreneurs : a) Meaning, Importance Responsibility towards- Consumers, Employees, Investors, Local Public, The Nation	15	1. Lecture 2. PPT 3. Practical Work
8	Lessons from Successful Entrepreneurs: a) JRD Tata- Tata b) Azim Premji- Wipro c) Jeff Bezos- Amazon d) Jack Ma- Alibaba Group Kiran Mazumdar Shaw –Biocon Limited	15	1. Lecture 2. PPT 3. Practical Work

Note – Industrial visit/ visit to EDP Institute is suggested to acquaint students about entrepreneurial knowledge.

A talk or interaction with entrepreneurial should be arranged.

Reference Books:

- 1. Dynamics of Entrepreneurial Development and Management- by Vasant Desai**
- 2. Udyojakata- by Prabhakar Deshmukh**
- 3. Entrepreneurship Development in India- by C.B. Gupta and N.P. Shrinivasan**
- 4. Entrepreneurship and Small Business Management- by Shukla M.B.**
- 5. Entrepreneurial Development- by Dr. S.S. Khanka**
- 6. Entrepreneurial Development- by Godron E. and Natrajan K.**
- 7. Entrepreneurial Development- by Taneja Satish and Gupta S.L.**
- 8. Current Trends in Entrepreneurship - by Mohan S. Elangovan R.**
- 9. Project Preparation Appraisal, Implementation- by Prasanna Chandra**
- 10. Formulation of a Project Report- by Vinod Gup**