M.COM

SEMESTER-III

(MCMM22302T): ENTREPRENEURSHIP DEVELOPMENT

MAX. MARKS: 100

EXTERNAL: 70

INTERNAL: 30

PASS: 40%

Credits:4

Objective: The basic objective of this course is to help the learners understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development. It also aims to motivate students to opt for entrepreneurship and self-employment as alternate career options.

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

SECTION-A

Introduction to Entrepreneurship

Concepts and Overview of Entrepreneurship

Evolution and Growth of Entrepreneurship in India



Role of Entrepreneurship in Economic Development

Framework of Entrepreneurship Theories

Dimensions of Entrepreneurship

Entrepreneurial Culture

Entrepreneurial Society

Rural Entrepreneurship

Emerging Trends and Models of Corporate Entrepreneurship

Development of Entrepreneurial Skills

Entrepreneurial Characteristics and Skills

Building New Identity

Goal Setting

Creativity and Problem Solving

SECTION B

Business Plan and Project

Business Plan Preparation and Project Financing

Market Feasibility, Technical Feasibility and Financial Viability

Project Report Preparation

Project Appraisal

Business Opportunities and Start-up Policy

Business Opportunities in the Contest of Punjab and Industrial Policy of the State

Business Incubation Centers

Start-up Policy Framework and Incentives

MSME Policy in India

Support System for Entrepreneurs

Sources of Finance

Venture Capital

Institutional Assistance and Support

Role of Commercial Banks

Marketing Support for Entrepreneurs



Suggested Readings:

1. Desai, Vasant (2003). Small-Scale Industries and Entrepreneurship. Himalaya Publishing House, Delhi.
2. Kaulgud, Aruna (2003). Entrepreneurship Management. Vikas Publishing House,Delhi.
3. Chandra, Ravi (2003). Entrepreneurial Success: A Psychological Study. Sterling Publication Pvt. Ltd., NewDelhi.
4. Balaraju, Theduri (2004). Entrepreneurship Development: An Analytical Study. Akansha Publishing House, Uttam Nagar, NewDelhi

1. Taneja, S., & Gupta, S. L. Entrepreneurship Development-New Venture creation. New Delhi: Galgotia Publishing House.
2. Vasper, K. H. New Venture Strategies (Revised Edition ed.). New Jersey: Prentice
3. Brandt, S. C. Entrepreneuring: The Ten Commandments for Building a Growth company. MacMillan Business Books.
4. Dollinger, M. J. Entrepreneurship: Strategies and Resources. Illinois: Irwin.
5. Holt, D. H. Entrepreneurship: New Venture Creation. New Delhi: Prentice Hall of India.

