

HEMCHANDRAYACHARYA NORTH GUJARAT UNIVERSITY

F. Y. B. Com

Paper -II Fundamentals of Entrepreneurship

Objectives :

It provides exposure to the students to the entrepreneurial culture and industrial growth so as to preparing them to set up and manage their own small units.

CONTENTS :

Unit - 1 Introduction :

The entrepreneur : Meaning, definition and Characteristics

The entrepreneurship : Meaning, definition and Characteristics

Importance of entrepreneur and entrepreneurship

Essential qualities for good entrepreneur - Functions of entrepreneur

Types of entrepreneurs - Factors affecting entrepreneurship

Unit - 2

1. Business Opportunities analysis; definition Characteristics and sources, types of business opportunities - Areas of the Business Opportunities.
2. Business Environment - Meaning definition, Factors affecting business environment - importance of Business Environment .
3. Various types of business units & legal requirements for establishment of a business units.

Unit - 3

[A] Brief study of the sources of business Capital.

[B] Meaning of venture capital - its Characteristics - Importance - types & steps of venture capital lending.

[C] Innovation, Meaning - definition and Characteristics - types Importance areas.

[D] Achievements Theory Meaning - Classification of necessity of Achievements - Theory of Devid Maclelend.

Test (games) for developing the Achievements, Suggestions for Development Achievements.

Unit - 4

1. Project Report (primary) - Meaning - Definition - Importance - contents of project report - Imaginary form of project report.
2. Entrepreneurship Development programmed (EDP) - Meaning - Importance - Types, , Suggestions for EDP Success.
3. Factors of Govt. for EDP - entrepreneurship Development Institute of India (EDIP) - Meaning - Importance - Types, Factors affecting the Location of a Business Small Industries - Meaning - Definition - Importance - Problems of small Industries.

Unit - 5 Role of Entrepreneur :

Role of entrepreneur in economic growth as an innovator generation of employment opportunities, complimenting and supplementing economic growth. bringing about social stability and balanced regional development of industries; Role of export promotion and import substitution, Forex earning and augmenting and meeting local demand.

Unit - 6 Crisis in Entrepreneurship :

Business crisis in entrepreneurship - starting crisis, cash crisis, delegation crisis, leadership crisis, financial crisis prosperity and management succession crisis; How to beat the crisis.

Structure of question paper (Total marks 70 Time : 3 Hours)

Question No.	UNIT	Marks	Note
1 Compulsory	1	10	
2 or 2	2	12	
3 or 3	3	12	
4 or 4	4	12	
5 or 5	5	12	
6 or 6	6	12	

Suggested Readings :

1. Tanton B.C. "Environment and Entrepreneur" Chugh Publications, Allahabad.
2. Siner A. David "Entrepreneurial Megabucks" John. Wiley and sons, New York.
3. Srivastava S.B. "A practical Guide to Industrial Entrepreneur" Sultan Chand and sons, New Delhi.
4. Prasanna Chandra " Project Preparation, Appraisal, Implementation" Tata McGraw Hill, New Delhi.
5. Pandey I.M. "Venture Capital - The Indian Experience" Prentice Hall of India.

6. Holt "Entrepreneurship - New Venture Creation" Prentice Hall of India.
7. Patel V.G. "The screen Business crises - How to beat them", Tata McGraw Hill.