

Name of the Program: Bachelor of Commerce (B.Com.)		
Course Code: B.Com. 1.4 Open Elective Course		
Name of the Course: 1. ENTREPRENEURSHIP DEVELOPMENT		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3+0+0	42 Hrs
Pedagogy: Classroom lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ol style="list-style-type: none"> 1. Analyze the problems and challenges of entrepreneurs 2. Understand the various institutions involved in entrepreneurship development 3. Have broad idea of entrepreneurship stimulation. 4. Understand the various schemes available for rural entrepreneurship. 5. Know the government support available to entrepreneurship activities. 		
Module	Syllabus	Teaching Hours
I	INTRODUCTION TO ENTREPRENEURSHIP: Evolution of Entrepreneurship - Introduction to the concept of Entrepreneurs - Entrepreneurship and Enterprise - Reasons for growth of Entrepreneurship - Characteristics and Classification of Entrepreneurs - Intrapreneurs - Women Entrepreneurs - Problems and Challenges; Competency requirement for entrepreneurs.	8
II	ENTREPRENEURSHIP DEVELOPMENT: Concept - Objectives - Process - EDP in India - Problems and measures - Institutions involved in Entrepreneurship Development - NIESBUD - TCOs - CEDOK - SFCs and KVIC	10
III	ENTREPRENEURSHIP STIMULATION: Concept - Public and private system of stimulation - Support and sustainability of entrepreneurship - Requirement - Availability and access to finance - Marketing assistance - Technology and industrial accommodation - Role of industries/entrepreneur's associations and self-help groups - Business incubators - Concept - Role and functions - Angel investors - Venture capital and private equity fund.	8
IV	RURAL ENTREPRENEURSHIP: Concept - Rural Entrepreneurial Environment - Problems of Rural Entrepreneurs - Schemes for Rural Entrepreneurship Development - TRYSEM - DOWCRA - Stories of successful Entrepreneurs - Ratan Tata - Dhirubai Ambani - Narayan Murthy - Azim Premji - Laxmipathi Mittal.	8
V	GOVERNMENT SUPPORT FOR ENTREPRENEURSHIP: Start-up India - Make in India - Atal Innovation Mission (AIM) - Support to Training and Employment Programme (STEP) - Jan Dhan - Aadhaar - Mobile (JAM) - Digital India - Trade Related Entrepreneurship Assistance and Development (TREAD) - Pradhan Mantri Kausalya Vikas Yojana (PMKVY) - National Skill Development Mission (NSDM). (Concepts only)	8
Skill Developments Activities: <ul style="list-style-type: none"> ➤ Visit to small-scale industry and prepare a SWOC analysis report. ➤ Draft the success stories of business entrepreneurs in your region. 		

- List out at least ten successful entrepreneurs in Karnataka.
- List out the problems of rural entrepreneurs
- List out the government support schemes for the entrepreneurship.

Reference Books:

1. Tandon B.C: Environment and Entrepreneur; Chugh Publications, Allahabad.
2. Siner A David: Entrepreneurial Mega books; John Wiley and Sons, New York.
3. Srivastava S. B: A Practical Guide to Industrial Entrepreneurs; S. Chand, New Delhi.
4. Prasanna Chandra: Project Preparation, Appraisal, Implementation; TMH, New Delhi
5. Kuratko and Rao, *Entrepreneurship: A South Asian Perspective*, Cengage Learning.
6. Robert Hisrich, Michael Peters, Dean Shepherd, *Entrepreneurship*, McGraw-Hill Education.
7. Desai, Vasant. *Dynamics of Entrepreneurial Development and Management*. Mumbai, Himalaya Publishing House.
8. Dollinger, Mare J. *Entrepreneurship: Strategies and Resources*. Illinois, Irwin.
9. Holt, David H. *Entrepreneurship: New Venture Creation*. Prentice-Hall of India, New Delhi.
10. Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi
11. S. S. Khanka, *Entrepreneurial Development*, S. Chand & Co, Delhi.
12. Hifrich, Manimala, Peters & Shepherd, *Entrepreneurship*, McGraw-Hill
13. Kumar Arya, *Entrepreneurship*, Pearson
14. Bamford and Bruton, *Entrepreneurship*, McGraw Hill

Note: Latest edition of textbooks may be used