

FOUR YEAR UNDERGRADUATE PROGRAM-2024-28

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction			
Program : Bachelor in Commerce (Diploma/Degree/Honors)		Semester- IV	Session : 2024-25
1	Course Code	COSC-12	
2	Course Title	Fundamental of Entrepreneurship	
3	Course Type	Discipline Specific Course (COSC)	
4	Pre-requisite (if any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> Explore entrepreneurial culture and industrial growth so as to preparing them to set up and manage their own small units. Choose entrepreneurship as career and can take part in startups. Explore government support available to entrepreneurship activities. Explain the entrepreneur concepts, gain knowledge in the financial institution, project report incentives and subsidies. Understand the stages of the entrepreneur process, personal creativity and entrepreneurial initiative. 	
6	Credit Value	4 Credits	Credit = 15 Hours-learning & Observation
7	Total Marks	Max. Marks : 100	Minimum Passing Marks : 40
PART -B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)-60Periods (60Hours)			
Unit	Topics (Course Contents)		No. of Period
I	Entrepreneurship: Meaning, Definition, Origin and Development, Concepts, Characteristics, Importance, Theories of Entrepreneurship, Role of socio-economic environment, Emergence of Entrepreneurial Class, Intra-preneurship, Techno-preneurship, Netr-preneurship, Eco-preneurship. Entrepreneur: Meaning, Definition, Characteristics, Importance, Functions and Qualities. Women Entrepreneur: Motivational Factors, Opportunities, Problems and Challenges, Incentives for Women Entrepreneurs.		15
II	Promotion of a Venture: Concepts of Business Venture, Stages for promotion of a Venture, External Environmental Analysis: Meaning, Factors & Techniques, Evaluation of Start-up Problem, Legal Requirements for Establishment of a New Unit, Raising of Funds: Fund Requirement, Types of Fund Requirement, Sources of Raising Funds, Venture Capital: Meaning, Sources and Documentation Required.		15
III	Entrepreneurial Behaviour: Meaning, Features, Emergence of Entrepreneurial Behaviours.Tendencies of Entrepreneurial Behaviours. Innovation and Entrepreneur: Meaning, Characteristics, Types, Barriers, Stages and Process of Innovation,Strategiesof Innovation Entrepreneur and Risk-Taking Capacity: Meaning, Characteristics, Classification, Stages of Risk, Risk Management Process. Entrepreneurial Skills: Meaning & Basic Elements, Project Development or Technical Skills, Enterprise Management Skills, Enterprise Building Skills. Social Responsibility of Entrepreneurship		15
IV	Entrepreneurial Development Programs (EDP): Meaning, Objectives, Their Role, Relevance and Achievements, EDP in India, Role of Govt. in Organizing EDP,Critical Evaluation, Suggestion. Initiatives of Government of India to Promote Entrepreneurship: Start up India, Stand up India. Make in India, Digital India, Atal Innovation Mission, Pradhan Mantri Kaushal VikasYojna, National Skill Development Mission, Pradhan Mantri Mudra Yojna etc.		15
Key Words	Entrepreneurship, Entrepreneur, Women Entrepreneur, Promotion of a Venture, Entrepreneurial Behaviour Innovation, Risk, Skill, Social Responsibility, Entrepreneurial Development		

Signature of Convener & Members(CBoS):

PART-C :Learning Resources**Text Book, Reference Books and Others****Text Books Recommended:-**

1. Prof. R.C. Agrawal, SBPD Publishing House, Agra (Hindi Medium)
2. Gupta Dr. O.P., Entrepreneurship SBPD Publishing House, Agra (English Medium)
3. Dr. Amist Kumar & Dr. Amita Dubey, Sahitya Bhawan Publications, Agra (English Medium)
4. Dr. A.K. Mishra & Dr. P.K. Agrawal, Sahitya Bhawan Publications, Agra (Hindi Medium)
5. Kothari, Mishra, Sahu, Entrepreneurship Development, Ramesh Book Depot, Jaipur
6. Arora Renu, Sood S.K., Udhyaami karan ke Mool Siddhant, Kalyani Publishers New Delhi

Note: Learners are advised to use latest edition of text books.

Reference Books:

01. Hifrich, Manimala, Peters & Shepherd, Entrepreneurship, McGraw Hill
02. Desai, Vasant, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, New Delhi
03. Prasanna Chandra, Project Preparation, Appraisal & Implementation Tata McGraw Hill, New Delhi
04. Khankha S.S., Entrepreneurial Development, S. Chand & Company, Delhi,

On line Resources : * e-Resources/e-books and e-learning portals:

- https://onlinecourses.swayam2.ac.in/cec20_mg19/preview
https://onlinecourses.nptel.ac.in/noc23_mg126/preview
https://onlinecourses.nptel.ac.in/noc24_mg67/preview
<https://www.youtube.com/watch?v=UEngvxZ11sw>
<https://www.youtube.com/playlist?list=PLXPpRtAbi0JxktoB8gwKqHt1jDCm0oqsS>

PART - D : Assessment and Evaluation :

Suggested Continuous Evaluation Methods: Maximum Marks	100 Marks
Continuous Internal Assessment (CIA) :	30 Marks
End Semester Exam. (ESE) :	70 Marks
Continuous Internal Assessment : (CIA) (By Course Teacher)	Internal Test/Quiz (2): 20 & 20 Assignment/Seminar: 10 Total Marks: 30
	Highest marks out of the Two Test/Quiz+obtained marks in best two and Assignment shall be considered against -30 Marks
End Semester Exam.(ESE):	Two Section :- A & B Section A :Q.1-Objective -10x1=10Marks;Q.2-Short answer type-5x4=20 Marks Section B : Descriptive answer type qts, 1 out 2 from each unit-4x10=40Marks

Name and Signature of Convener & Members of (CBoS) :