

S.Y. B.Com.
Business Entrepreneurship Special Paper I
Subject Name :- Business Entrepreneurship.
Course Code :- 206 – G.

Objectives:

1. To create entrepreneurial awareness among the students.
2. To provide the conceptual background of types & patterns of Entrepreneurship
3. To develop Entrepreneurial competencies among students.

Term – I		
Sr.No.	Topic	No. of Lectures
<u>UNIT1</u>	<u>Entrepreneur & Entrepreneurship</u> Definition, meaning - functions of an entrepreneur - Need & importance of Entrepreneurship - Problem of unemployment - importance of wealth creation - Enterprise v/s Entrepreneurship - Self-employment v/s Entrepreneurship - Entrepreneurial Competencies - Behavioral pattern of an Entrepreneur - Entrepreneurial Motives - David C. McClelland's Theory of Need for Achievement & Kakinada Experiment	12
<u>UNIT2</u>	<u>Study of Biographies of Entrepreneurs (Co-operatives sector)</u> 1. Dr. Vitthalrao Vikhe Patil, Pravranagar 2. Karamveer Bhaurao Patil, Satara 3. Shree. Bhausahab Hire, Nashik 4. Sahkar Maharshi Bhausahab Santuji Thorat, Sangamner 5. Shree Ratnappa Kumbhar, Sangali 6. Shree Dhanajrao Gadgil, Pune	12
<u>UNIT3</u>	<u>Creativity & Innovation</u> Creativity – meaning - Creativity Process - Techniques & tools of creativity Innovation: Meaning - Sources of innovation – Peter Drucker's Principles of innovation - Do's & Don'ts of innovation	12
<u>UNIT4</u>	<u>Business Ethics & Social Responsibility of Business</u> Business goals - Social responsibility - Business Ethics – Social responsibility towards their stakeholders: Investors – Owners – employees - Govt. & Society at large - Leadership by Example - Code of ethics - Ethical structure - Social Audit Brief introduction to corporate Governance	12

Term – II		
Sr. No.	Topic	No. of Lectures
<u>UNIT1</u>	<u>Group Entrepreneurship</u> Concept - meaning & significance - Individual Entrepreneurship v/s Group Entrepreneurship - Advantages & disadvantages of Group Entrepreneurship Self-Help group - Definition - meaning & Evolution - Nature - scope of – SHG - Administration functions & operation SHG's - Do's & Don'ts with suitable illustration of Self-Help group	12
<u>UNIT2</u>	<u>Various Entrepreneurial opportunities - Role of service sector in national Economy</u> Types of service ventures, Service - industry management, Success	12

	factors in service ventures - Opportunities to service industry in rural & urban areas Distinction between service industry & manufacturing industries.	
<u>UNIT3</u>	Franchising – Definition - meaning & Types - Advantages to the franchisee & franchisor - Franchisee Relationship Steps in starting franchisee - Cautions in franchising - Business process outsourcing	12
<u>UNIT4</u>	Challenges in Entrepreneurship Development Challenges-Social, Cultural, Educational, political, economical, International situation, Cross Cultural aspects Measures & Challenges of globalization & entrepreneurship development in India	12

Recommended Books :

1. Desai Vasant - “Dynamics of Entrepreneurial Development & Management”, Himalaya Publication House.
2. Hisrich Robert D. & Michael, ‘Entrepreneurship’, Tata McGraw Hill Publishing Company, New Delhi.
3. Chary S.N. “Business Guru speak”, Macmillan Business Books 2002
4. Drucker Peter-Innovation & Entrepreneurship Heinemann London (1985)
5. Piramal Gita-Business Legends – Penguin Book India (p.)Ltd.1998.
6. Gupta & Shrinivasan ‘Entrepreneurial Development’, Sultan Chand & Co.
7. Pandit Shrinivas- Thought Leaders- Tata McGraw Hill Publishing Company.
8. Devkar Yogiraj -‘Udyojakata’ Continental Publications,Pune.
9. Piramal Gita-‘Business Maharaje’ Tra.Ashok Jain,Mehata Publishing House,Pune.
10. Amrutghatha, Amey Prakashan, Pune. (Autobiography of Bhausaheb Thorat)
11. Amrutmanthan , Amey Prakashan, Pune. (Autobiography of Bhausaheb Thorat)

Journals :

1. ‘Journal of Entrepreneurship’, Entrepreneurship Development Institute of India,Ahmedabad.
2. Maharashtra Chamber of Commerce, Industries & Agriculture, Pune’s Magazine – “Sampada”.
3. MCED’s –“Udyojak”.
4. “Vanijya Vishwa” ,The Poona Merchant Chamber’s Magazine.

VCD’s on ‘Entrepreneurship’ & ‘Motivation’ Produced by Asian Centre for Research & Training ‘Trimurti’,27/B,’Damle Bungalow’,Hanumannagar, Senapati Bapat Road,Pune 411016.

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[www.http://sites.google.com/site/acrtpune](http://sites.google.com/site/acrtpune).

Practical’s : At least 4 practical’s should be completed during the academic year.

1. Interview with entrepreneur.
2. Case study of each entrepreneurs mentioned in syllabus (5).
3. Social Responsibility of business.
4. Visit to industry.
5. Social audit.

6. Business Ethics.
7. S H G
8. Group entrepreneurship.
9. Franchising.
10. Information about service industry.