

T.Y. B.Com.
Business Entrepreneurship Special Paper II
Subject Name -: Business Entrepreneurship.
Course Code -: 305 – g.

Objective : To enable students to understand the basic concepts of entrepreneurship and preparing a business plan to start a small industry.

1. To Develop Knowledge and understanding in creating and managing new venture.
2. To Equip students with necessary tools and techniques to set up their own business venture.
3. To Help students to bring out their own business plan.
4. To make students aware about business crises and sickness.

Term I

Unit No	Topic	Lectures
1	SMALL SCALE INDUSTRIES Definition - Meaning - Product Range - Capital Investment - Meaning and importance of Tiny Industries, Ancillary Industries, Cottage Industries. Role played by SSI in the development of Indian Economy. Problems faced by SSI's and the steps taken to solve the problems - Policies Governing SSI's.	12 Hrs
2	FORMATION OF SMALL SCALE INDUSTRY Business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection based on personal competencies. Steps involved in the formation of a small business venture: location, clearances and permits required, formalities, licensing and registration procedure.	12 Hrs
3	BUSINESS PLAN PREPARATION : Meaning and importance - objectives - Selection of suitable form of organisation - Precautions to be taken by an entrepreneur while preparing Business Plan. Project Appraisal - Break - even Analysis and Ratio Analysis : Debt : Service Coverage Ratio - Gross Profit : Net Profit Ratio and Return on Investment (ROI), Project Audit	14 Hrs
4	PROJECT ASSISTANCE Financial assistance through SFC's, SIDBI, Commercial Banks, IFCI - Non-financial assistance from DIC, SISI, KVIC - Financial incentives for SSI's and Tax Concessions - Assistance for obtaining Raw Material, Machinery, Land and Building, Venture Capital and Technical Assistance	10 Hrs
Total		48 Hrs

Term II

Unit No	Topic	Lectures
5	BUSINESS PLAN (BP) IMPLEMENTATION	12 Hrs

	Meaning - importance - preparation of Business Plan, Financial aspects, Marketing aspects, Human Resource aspects, Technical aspects, Social aspects of Business Plan. Common pitfalls to be avoided in preparation of a Business Plan.	
6	SMALL ENTERPRISE MANAGEMENT : (As Distinct from corporate sector management) Functional v/s Integrated Approach Structured v/s Flexible Approach Logical v/s Creative Approach Start up phase Management: Difference of opinion with in promoting team - Avoiding failure – Problem-Solving, Creativity and Innovation, Stability Phase Management, Growth phase Management,	12 Hrs
7	BUSINESS CRISES AND SICKNESS : Types of Business Crises, Starting crises, Cash crises, Delegation Crises, Leadership Crises, Financial Crises, Prosperity Crises, Succession Crises, Sickness : Meaning and Definition, Symptoms, Causes, Turnaround Strategies, Revival Schemes of Sickness,	12 Hrs
8	SKILL DEVELOPMENT <ul style="list-style-type: none"> • Preparation of a Project report to start a SSI Unit. • Preparing a letter to the concerned authority-seeking license to the SSP Unit (You propose to start). • Format of a business plan. • A Report on the survey of SSI units in the region where college is located • Chart showing financial assistance available to SSI along with rates of interest • Chart showing tax concessions to SSI both direct and indirect. • Success stories of Entrepreneurs in the region. (Any Two) • Documents required for Registration of SSI 	12 Hrs
Total		48 Hrs

Recommended Books

1. Desai Vasant -: "Management of Small Scale Industries" Himalaya Publishing House.
2. Khanka S.S. -: "Entrepreneurial Development" S.Chand.
3. Gupta S.S. -: "Entrepreneurial Development" Sultan Chand & Sons.
4. Taneja Satish and Gupta S.L. "Entrepreneurship Development - New Venture Creation" Gaigotia Publishing Company, New Delhi.
5. Chandra P. - 'Project - Preparation, Appraisal and Implementation' - Tata McGraw Hill, New Delhi.
6. Jain P.C. (ed.) 'Handbook for New Entrepreneurs' - Entrepreneurship Development Institute of India, Ahmedabad.

7. Pandey G.N. - 'A Complete Guide to Successful Entrepreneurship' Vikas Publishing House PvtL Ltd.
8. Maharashtra Centre for Entrepreneurship Development - 'Project Profile', 'Profile for SSI Projects.'
9. Edward D. Boao - 'Opportunities'.
10. Prof. John Mullins - 'The New Business Road Tests' - Pearson.
11. Prof. Rajeev Roy - 'Entrepreneurship' Oxford University Press.
12. Rashmi Bansal - 'Stay Hunary Stay Foolish' - CIIFIIM, Ahmedabad.
13. Dr.Patel V.G. - 'When The Going Gets Tough' - Tata McGraw Hill, New Delhi.
14. dovakr yaaogaraja Á JVaogasaMQaI Á SaaoQaa mhNajao saapDola – ka^inTnaonTla p`kaSana, puNao
15. rSmal bansala Á sTo hMga`I sTo fUilaSa ³marazI Anauvaad Á ivadulaa Taokokr´
16. Mark. J. Dollinger, Entrepreneurship - Strategies and Resources, Pearson Edition.
17. Udai Pareek and T.V. Rao, Developing Entrepreneurship
18. S.V.S. Sharma, Developing Entrepreneurship, Issues and Problems
19. Srivastava, A Practical Guide to Industrial Entrepreneurs
20. Anil Kumar: Small Business and Entrepreneurship I.K. International Publishers
21. Government of India, Report of the committee on Development of small and medium entrepreneurs, 1975
22. Bharusali, Entrepreneur Development
- 23 Vidya Hattangadi : Entrepreneurial
24. Dr. Venkataramanappa : : Entrepreneurship Development
25. B. Janakiraman , Rizwana M: Entrepreneurship Development
26. N.V.R Naidu : Entrepreneurship Development, I.K. International Publishers
27. Business Entrepreneurship – Dr. M. B. Sonawane
28. Business Entrepreneurship – Dr. Sudhakar Jadhavar (Dean Commerce Faculty)
29. Business Entrepreneurship –Dr. S. L. Shirgave.