

F.Y. B.Com. Optional Paper
Subject Name :- Business Environment &
Entrepreneurship Course Code :- 106 – e.

Objectives :

1. To make the students aware about the Business Environment.
2. To create entrepreneurial awareness among students,
3. To motivate students to make their mind set for taking up entrepreneurship as career.

FIRST TERM

Unit No.	Name of the Topic	Periods
1	Business Environment - Concept- Importance - Inter relationship between environment and entrepreneur, Types of Environment- Natural, Economic - Political - Social - Technical - Cultural - Educational - Legal - Cross-cultural – Geographical etc.	12
2	Environment Issues Protecting the Natural Environment – prevention of pollution and depletion of natural resources; conservation of natural resources, Opportunities in Environment.	12
3	Problems of growth Relevance to entrepreneurship -Unemployment- Poverty-Regional imbalance- Social injustice-Inflation - Parallel Economy- Lack of Technical knowledge and information.	12
4	The Entrepreneur- Evolution of the term entrepreneur-" Competencies of an entrepreneur - Distinction between entrepreneur and manager- Entrepreneur and enterprise -Entrepreneur and Intrapreneur. Entrepreneur and Entrepreneurship.	12

SECOND TERM

Unit No.	Name of the Topic	Periods
1	Entrepreneurial Behaviour - Comparison between entrepreneurial and non-entrepreneurial Personality-Habits of Entrepreneurs - Dynamics of Motivation	12
2	Entrepreneurship Importance of Entrepreneurship - Economic Development and Industrialization, Entrepreneurship in Economic Theory- Role of Entrepreneurship ~ Entrepreneur as a catalyst.	12

3	National Level Training Organizations in promoting entrepreneurship (1) Entrepreneurship Development Institute of India (EDII) State Level Training Organizations in promoting entrepreneurship (1) MCED (2) DIC (3) Maratha Chamber of Commerce and their role. (4) Local NGO's and their roles.	12
4	Biographical study of entrepreneurs i) Narayan R. Murthy ii) Cyruas Poonawala iii) Any successful Entrepreneur from your area (Milind Kamble)	12

Recommended Books & Journals

Recommended Books

1. Dynamics of Entrepreneurship Development and Management - Desai Vasant – Himalaya Publishing House
2. Crusade - Shirke B.G. - Ameya Prakashan
3. Entrepreneurship - Robert D. Histrith - Tata McGraw Hill Publishing Co.
4. Entrepreneurial Development – Khanka - S. Chand.
5. Entrepreneurial Development – Gupta, Shrinivasan - S. Chand.
6. Essentials of Business Environment - K. Aswathappa - Himalaya Publishing House
7. Indian Economy - Dutta Sundaram –
8. A complete guide to successful Entrepreneurship – Pandya G. N. – Vikas Publishing House
9. Trainers Manuals - NIESBUD, New Delhi.
10. Trainers Manuals - NIMID, Mumbai,
11. Business Environment - Francis Cherunilam – Himalaya Publishing House.
12. Business Environment - Tandon B C.
13. Udyog - Udyog Sanchalaya, Mumbai.
14. Environmental Studies basic concepts – U. K. Ahluwalia
15. Environmental Pollution & Health – U. K. Ahluwalia

Recommended Journal

1. The Journal of Entrepreneurship EDI Ahemadabad.
2. Udyojak – M.C.E.D.
3. Government of Maharashtra Website
4. Government of India Website