

SS 3 :: Fundamental of Entrepreneurship –II

Programme Name	Bachelor Of Commerce
Semester	Second
Paper No.	SS 3
Course Name	Fundamental of Entrepreneurship -II
Course Type	Soft Skill
Effective From	DECEMBER – 2013

Unit No.	Content	Waitage	Credit
1	1. Achievement theory of entrepreneur: Meaning and characteristics/elements of achievement motivation, classification of necessity of achievements, McClelland's achievement theory of motivation, suggestions for development of achievement motivation, tests for achievement motivation. 2. Social responsibility: Meaning, characteristics, importance and scope of social responsibility.	25 %	0.50
2	1. Project report: Meaning, importance, contents, importance and imaginary form of project report. 2. Entrepreneurship Development Program (EDP): Meaning, types and importance of EDP, government organization for EDP, role of government for EDP and Entrepreneurship Development Institution of India (EDII). 3. Small Scale Industry: Meaning and characteristics of cottage industry, tiny industry, ancillary industry and small scale industry, importance and problems of small scale industry.	25 %	0.50
3	Role of an entrepreneur: Role of entrepreneur in economic growth as an innovator, generation of employment opportunities; complementing and supplementing economic growth, bringing about social stability, balanced regional development of industries, role of export promotion and import substitution, forex earning and augmenting and meeting local demand.	25 %	0.50
4	Crisis in entrepreneurship: Meaning, reasons and how to beat starting crisis, cash crisis, delegation of authority crisis, leadership crisis, financial crisis, prosperity crisis and management succession crisis.	25 %	0.50

Suggested Readings:

1. Viramgami H. S., Entrepreneurship Development, APH Publishing Corporation, New Delhi.
2. Prasanna Chandra, Project Preparation, Appraisal and Implementation, Tata McGraw Hill, New Delhi.
3. Susha G.S., Fundamentals of Entrepreneurship, Ramesh Book Depot, Jaipur

