

A meeting of guidelines committee for paper no BCH 4.5(a) titled "Entrepreneurship" of B.Com (H) Semester IV was held on 20th January 2017 at Hindu College (at 12:30 pm)

The committee resolved the following:

1. As per notification no. Aca1/Choice based credit system/2016/173 dated October 4, 2016, papers offered under SEC shall be of 4 credits each with the condition that minimum of one credit for practical/ hands-on training/ field work for Humanities and Social sciences. Therefore, one credit for Entrepreneurship paper [BCH 4.5(a)] will be contributed towards hands-on training/ field work/ case-study. (Copy of the notification has been attached below).
2. Duration of the theory paper: 3 hrs. Theory as well as Practical will be done at the college level.

Theory examination: 75 marks

Internal assessment : 25 marks

Total theory lectures: 45

Credit per week for theory lectures: 3

Objective – To understand about entrepreneurship and creative thinking and behaviour for effectiveness at work and in life.

Unit I – Introduction

10 Lectures

Meaning, elements, determinants and importance of entrepreneurship and creative behaviour. Entrepreneurship and creative response to the society' problems and at work. Dimensions of entrepreneurship: Intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship and social entrepreneurship.

(Classroom teaching should be supplemented with movie screening and case study to facilitate better understanding of the topics covered)

Unit II – Types of Business Entities

7 Lectures

Entrepreneurship and Micro, Small and Medium Enterprises (**only concepts to be covered**), Concept of business groups and role of business houses and family business in India. The contemporary role model in Indian business: their values, business philosophy and behavioural orientation. Conflict in family business and its resolution.

Unit III – Entrepreneurial Sustainability

12 lectures

Public and private system of stimulation (**only concepts and basic understanding of the topic to be covered**), support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology and industrial accommodation. Role of

industries/entrepreneur's associations and self-help groups. The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

Unit IV – Business Plan

12 Lectures

Sources of business ideas and test of feasibility. Significance of writing the business plan/project proposal, contents of business plan/project proposal. Designing business processes, location, layout, operation, planning and control; preparation of project report (Various aspects of the project reports such as size of investment, nature of product, market potential may be covered). Project submission, presentation and appraisal thereof by external agencies such as financial/non-financial institutions.

(Students should be encouraged to prepare Business plans for better understanding of the topic)

Unit V – Mobilizing Resources

Mobilizing resources for startup. Accommodation and utilities. Preliminary contracts with the vendors, suppliers, bankers, principal customers. Contract Management: Basic startup problems.

(Students can be given field work exposure to understand the mechanism of preliminary contracts with vendors, bankers and others)

3. Instructions for the examiners.

- i. **5 questions should be there in all divided into two sub-parts.**
- ii. **At least 1 question from each unit to ensure maximum coverage of the syllabus.**