

**Punyasholk Ahilyadevi Holkar Solapur University, Solapur**



NAAC Accredited-2022  
'B' Grade (CGPA 2.96)

**Name of the Faculty- COMMERCE & MANAGEMENT**

**Syllabus of –Fundamentals of Entrepreneurship**

**Name of the Course-B.COM –II**

**SEM III AND SEM IV**

**With effect from July-2023**

**PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR**

**B.Com.-II (Semester III & IV) Syllabus**

**Fundamentals of Entrepreneurship**

**(w. e. f. July 2023)**

**1) Preamble:** To familiarize the students with basic concepts of the entrepreneurship and motivate them to become entrepreneur is main intentions of this paper. It will enable them to understand various concepts relating to business and entrepreneurship. The course aims at equip the students with the emerging issues in business, trade and commerce regarding analyzing business facts. To impart theoretical knowledge with practical exposure of Entrepreneurship.

**2) Objectives of the course:**

1. To explain the students about entrepreneurship as a career option, creative thinking and behavior.
2. To interpret entrepreneurial concepts and inculcate theoretical knowledge of entrepreneurship.
3. To aware the students about the new dimensions of the entrepreneurship
4. To develop entrepreneurial qualities and skills among the students and motivate them to became entrepreneur.

**5. Course Outcome:**

After completion of the course, the students will be able to:

1. Understand entrepreneurship and new dimensions of entrepreneurship.
2. Scan and evaluate the entrepreneurial opportunities at local and global level.
3. Analyze and create project reports for different businesses.
4. Capitalize the current market needs with innovate entrepreneurial solutions.

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B.Com.-II (Semester III) Syllabus  
Fundamentals of Entrepreneurship – Paper I  
(w. e. f. July 2023)

1	<b>Introduction to Entrepreneur</b>	<b>Entrepreneur</b> Meaning & Definition Functions of Entrepreneur Qualities of Entrepreneur Types of Entrepreneurs Challenges before entrepreneurs in modern era	15
2	<b>Introduction to Entrepreneurship</b>	<b>Entrepreneurship</b> Meaning & Definition, Factors motivating Entrepreneurship <b>Entrepreneurship theories</b> Joseph Schumpeter's Innovation theory McClelland's theory of need for achievement The Uncertainty-Bearing Theory of Knight	15
3	<b>New Dimensions of Entrepreneurship</b>	<b>Start up</b> - Steps for start up and Problems of Start up <b>Make in India</b> - Concept and Importance <b>Stand Up India</b> - Concept and Importance <b>Incubation Centre</b> - Concept and Importance <b>Pradhan Mantri Mudra Yojana (PMMY)</b> : Concept and Importance	15
4	<b>Entrepreneurship and Micro, Small and Medium Enterprises(MSME) and Project Report</b>	<b>Micro, Small and Medium Enterprises (MSME):</b> Meaning & Importance Problems of MSME and Remedies Steps involved in the formation of MSME Udyog Aadhar Concept & Importance <b>Report Writing-</b> Contents of Project report Preparation of Project report- Hotel	15

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**B.Com.-II (Semester IV) Syllabus**

**Fundamentals of Entrepreneurship – Paper II**

**(w. e. f. July 2023)**

<b>1</b>	<b>Entrepreneurship Development</b>	<b>Entrepreneurship Development Programmes</b> Objective, Need and Process of Entrepreneurship Development Programmes <b>Institutional Support-</b> District Industrial Centre (DIC)- Functions Maharashtra Industrial Development Corporation (MIDC)- Functions	15
<b>2</b>	<b>Entrepreneurship in Different Sector</b>	<b>Women Entrepreneurship-</b> Problems and Measures of Women Entrepreneurship <b>Rural Entrepreneurship-</b> Importance and Problems of Rural Entrepreneurship <b>Agro Entrepreneurship-</b> Concept of Agro Entrepreneurship Need of Agro Entrepreneurship Obstacles in Agro Entrepreneurship	15
<b>3</b>	<b>New Trends in Entrepreneurship</b>	<b>Social Entrepreneurship-</b> Meaning and Importance <b>Tourism Entrepreneurship –</b> Meaning and Importance <b>Digital Entrepreneurship -</b> Meaning and Importance <b>Retail Entrepreneurship -</b> Meaning and Importance	15
<b>4</b>	<b>Lessons from Successful Entrepreneurs</b>	Mark Zuckerberg – Major Achievements Anand Mahindra– Major Achievements Sudha Murthy – Major Achievements Dr Vithal Venkatesh Kamat-- Major Achievements	15

**Recommended Books**

1. Fundamentals of Entrepreneurship Development and Project Management – Lipika K. Guliani & R. K. Gupta – Himalaya Publishing House
2. The Dynamics of Entrepreneurial Development and Management – Vasant Desai. – Himalaya Publishing House
3. Fundamentals of Entrepreneurship – G. S. Sudha – R. B. D. Publishing House
4. Entrepreneurial Development – S. S. Khanka – S. Chand & Co, New Delhi
5. Entrepreneurship Development – E. Gordon & K. Natarajan – Himalaya Publishing House
6. : “Entrepreneurial Development”- Gupta C.B. & Srinivas, Sultan D, Chand & Sons, New Delhi