

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (International Business)**  
**Semester: IV**  
**Syllabus with Effect from: DECEMBER 2015**

<b>Paper Code:</b> UM04CBBB06	<b>Total Credits: 3</b>
<b>Title Of Paper:</b> Entrepreneurship and Industry	

Unit	Description in detail	Weightage (%)
<b>1</b>	<b>Introduction</b> Concept and Definition Characteristics of an Entrepreneur Quality for an Entrepreneur Types of Entrepreneur	<b>25 %</b>
<b>2</b>	<b>Entrepreneur Motivation</b> Meaning of Motivation Need for motivation Internal factors affecting Entrepreneurial motivation External factors affecting Entrepreneurial motivation	<b>25 %</b>
<b>3</b>	<b>Institutions assisting Entrepreneurship</b> Financial Institutes Non – Financial Institutes	<b>25 %</b>
<b>4</b>	<b>Meaning and Classification of Industry</b> Industrial Estate, SEZ – Meaning & Importance Role of industries in economics development of country Infrastructure required for Industry	<b>25 %</b>

**Basic Text & Reference Books:**

- Dynamics of Entrepreneurship Development & Management – By Vasant Desai, Himalaya Publication
- Entrepreneurship Development in India – By C. B. Gupta & N. P. Shrinivasan
- Small Scale Industry and Entrepreneurship – Vasant Desai

