

SARDAR PATEL UNIVERSITY
Programme: MCOM
Semester: IV
Syllabus with effect from: DECEMBER 2016

Course Code: PB04ECOM06	Total Credits: 5
Course Title: Entrepreneurship Management	

Unit	Description in detail	Weightage (%)
	Objectives: To provide an introduction to entrepreneurship and its development process along with its current scenario in India. To enables the students to learn about project indentification, formulation, it's financial appraisal and implementations. To Provide conceptual clarification to small scale industry and the stages involved in the establishment of small business.	
1	Setting up of Small Enterprise: Location of Enterprise. Selection of types of Ownership Organization. Incentives and Subsidies. Export Performance and Trends of Small Enterprises	25 %
2	Enterprise Growth Strategies: Growth Sources. Venture Development Stages. Management key Factor Growth. Growth Strategies for Ventures. Franchising. Merger and Acquisition. Moving up the Value Chain and Value Addition.	25 %
3	Problems and Challenges of Entrepreneurship: Problems of Entrepreneurship. Sickness of Small Scale Industries. Causes and Consequences of Industrial Sickness Challenges of Entrepreneurship. Business Failure - Reasons.	25 %
4	Revival, Exit and End of Venture: Introduction. Broad Categories in which Venture can be classified. Key Strategies for Turning Around a Company. Liquidation. Exit Strategies for Entrepreneur.	25 %
5	Project Proposal Report/Feasibility Report	

Note:

Students of M.Com Semester –IV have to undergo training in any company, either private or public for three weeks and they have to prepare a Project Report on the basis of training .The weightage for project report and viva voce will be of 50% Marks. Theory paper will of full marks but its weightage will be of 50% Marks.



Basic Text & Reference Books:

- S.P Mishra, pub. By National Institute for Entrepreneurship and Small Business Development (NIESBUD), NSIC-PATC Campus, Okhla
- Entrepreneurial Development by C.B Gupta and N.P Srinivasan, Publisher Sultan Chand & Sons, 1992 05.
- Arya Kumar -Entrepreneurship creating and leading an entrepreneurial organization, Pearson Publication
- Vasant Desai “Dynamics of Entrepreneurial Development and Management” Himalaya Publishing House

