

Subject Code: 2CM1010241				Subject Title: Basics of Entrepreneurship – 2		
				Course Type: Soft Skill Elective		
Course Objective: To provide basic information to students about the entrepreneurship and its development in the field of commerce.						
Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)		
Lecture	Tutorial	Practical	Credit	University Assessment	Institutional Assessment	Total
2	-	-	2	70	30	100

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1	Innovation: - Meaning of Innovation - characteristics of Innovation, - Types of innovation. Achievement theory of entrepreneur: - Meaning of Motivation(Achievement Motivation) - Maslow's Hierarchy Theory of Motivation.(Necessities for Achievement) - Elements of achievement motivation, - McClelland's achievement theory of motivation, - Characteristics of achievement Motivation entrepreneur. - Suggestions for development of achievement motivation, - Tests/Methods for achievement motivation.	7	25%
2	Project report: - Meaning of Project Report. - Elements/ of a project Report/ Feasibility Report. - Importance of Project Report. - Imaginary Proforma project report. Entrepreneurship Development Program (EDP): - Meaning of EDP - Characteristics of EDP - Classification/ Types of EDP - Importance(Relevance) of EDP - Government organization for EDP - Entrepreneurship Development Institution of India.(EDII)- Meaning - Objectives and Facilities of EDII.	7	25%
3	Small Scale Industry: - Definition of SSI. - Meaning of Cottage industry, Tiny industry & Ancillary industry - characteristics of Small scale industry (SSI)	7	25%

	- Importance and problems of Small scale industry. Institutional Support to Entrepreneurs: - All Indian Institutions:-SSIB,SIDO,NSIC,KVIC - Sate Level Institutions:-SSIDC,SDIs,DICs - Fund Based Institutions:- SIDBI, SFCs, Commercial Bank.		
4	Role of an entrepreneur: - Role as in economic growth as an innovator - Role as generation of employment opportunities - Role as complementing and supplementing economic growth - Role as bringing about social stability - Role as balanced regional development of industries - Role of export promotion and import substitution	7	25%

Reference Books:

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. Sudha, G.S Fundamentals of Entrepreneurship, Ramesh books depot, Jaipur, 2006
4. Holt H. David, Entrepreneurship- New venture creation, Prentice-Hall of India Private Ltd., New Delhi, 2006
5. Desai, Vasant Dynamics of Entrepreneurship Development and Management, Himalaya Publishing House, New Delhi, Third Edition
6. Desai Vasant, Entrepreneurship Development, Himalaya Publishing House, Bombay, 2000
7. Holt H. David, Entrepreneurship - New Venture Creation, Prentice Hall of India Pvt. Ltd., New Delhi.