

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Govt. of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt. of India – June 2022
Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

Master of Commerce (MCOM)

Semester - III

Course Code	PG03CCOM02	Title of the Course	ENTREPRENEURSHIP DEVELOPMENT - I
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. To understand the basic concept of entrepreneurship
	2. To explain concepts of Entrepreneurship and build an understanding about business situations in which entrepreneurs act
	3. To explain concepts of Women Entrepreneurship scope and challenges under an entrepreneurial venture
	4. To explain classification and types of entrepreneurs and the process of entrepreneurial project development
	5. To discuss the steps in small venture development and new trends in entrepreneurship.

Course Content		
Unit	Description	Weightage (%)
1.	Concept of Entrepreneurship <ul style="list-style-type: none">• Concept of Entrepreneur,• Entrepreneur and Entrepreneurship• Common Characteristics of successful Entrepreneurs• Types of Entrepreneurs• Economic and Industrial Contribution of Entrepreneurship in National Economy• Rural Entrepreneurship and TRYSEM• Backward Area Development	25 %
2.	Women Entrepreneurship <ul style="list-style-type: none">• Concept and Growth of Women Entrepreneurship• Rural Women Entrepreneurship• National Level Associations working for Women Entrepreneurship Development• Problems being faced by Women Entrepreneurs and Remedies	25 %

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	<ul style="list-style-type: none">• Profile of Women Entrepreneur and her Business• Success Stories of Women Entrepreneurs	
3.	Entrepreneurial Development <ul style="list-style-type: none">• Concept of Entrepreneurial Training and Development• Meaning of EDP, Misconceptions about EDP• Importance, Objectives, Principles and Methods of EDP• Model of EDP• Target Groups of EDP• EDP Organizations: EDII, MDI, NIESBUD	25%
4.	Small Business <ul style="list-style-type: none">• Concept and Classification• Small Business as a Driving Force for National Economy• Procedure to start a Small Business Unit• Problems of Small Entrepreneurs	25 %

Teaching-Learning Methodology	<ul style="list-style-type: none">• Direct Lecture• Power Point Presentations• Seminars• Students Presentations• Questions-Answers during lectures.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	20%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	10%
3.	External Examination	70%

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Course Outcomes	
1.	Students learn the concepts of Entrepreneurship and Intrapreneur in detailed from this unit. Its common characteristics and types are made understood in very precise manner. What is the economic and industrial contribution of entrepreneurship in national economy is well explained in this unit.
2.	Students had detailed understandings about the concepts, growth or women entrepreneurship and their national level associations working with them. What are their problems being faced and remedies are also well described here. Some success stories with their profiles are briefly explained.
3.	Students understands the concept of entrepreneurial training and development, meaning of EDP, its misconceptions, importance, objectives and methods of EDP, The student will learn this concepts and can apply in the practical world and he/she may not face any sort of issues regarding EDP.
4.	Students knows the concept and classification of small scale business, start-ups and how these small scale businesses contribute for the national economy is purely mentioned here. Students learned the actual procedure of establishing and starting the small scale business and pursue its working as described.

Suggested References	
Sr. No.	References
1	Dynamics of Entrepreneurship and Management, Vasant Desai, H.P.House, NewDelhi, 2016
2	Entrepreneurial Development, Gupta and Srinivasan, Sultan Chand and Sons, New Delhi, 2014
3	Business Environment Dr. K. Ashwathappa H.P.House, New Delhi 2016

On-line resources to be used if available as reference material

On-line Resources

https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/199
