

SD COLLEGE HOSHIARPUR

DEPARTMENT OF ECONOMICS

BCOM III (SEMESTER-V)

ENTREPRENEURSHIP AND SMALL BUSINESS

Course objective: The basic objective of this course is to help the learners understand various issues involved in setting up of a private enterprise and develop required entrepreneurial skills in economic development. It also aims to motivate the students to opt for entrepreneurship and self-employment as alternate career options.

UNIT-1

Details of Unit Plan

Topic	Teaching points	Specific objectives	Methods , approaches and techniques	Resources and Reference books:
1) Entrepreneurship –	Concept and theories ,Meaning and characteristics: Entrepreneurial Mindset. Distinction between entrapeneur and Intrapeneur. Social and commercial entrepreneurship	The students will learn about the meaning of entrepreneurship , its main concepts and theories	Classroom teaching with examples. Group discussions, Power point presentations.	Jagroop Singh , Rajesh Marwaha. Kalyani Publishers
2. Women Entrepreneurship	Problems faced , suggestions ,role of government to promote women entrepreneurship, socio economic environment	The student will learn about the problems faced by the women entrepreneurs and their socio economic environment.	Classroom teaching with examples. Group discussions, Power point presentations.	Jagroop Singh , Rajesh Marwaha. Kalyani Publishers
3. Business Planning	Entrepeneurial development programmes- their relevance and achievement, role of	The student will learn about the entrepreneurial development programmes	Classroom teaching with examples. Group discussions, Power point	Jagroop Singh , Rajesh Marwaha. Kalyani Publishers

	government in organizing EDPs.		presentations.	
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Evaluation:

Long Answer type questions:

- Define entrepreneurship . Discuss the role and theories of entrepreneurship.
- Explain the various theories of entrepreneurship.
- What are the main functions of entrepreneurs.
- Define entrepreneurial mindset. Discuss the elements of entrepreneurial mindset.
- Explain innovation. What are the important phases of innovation?
- Explain the socio-economic environment in which the entrepreneur has to operate.
- Discuss the economic factors effecting the growth of entrepreneurship.
- What is business planning
- Briefly state the steps of and EDP programme.

Short Answer type Questions:

- Define economic factors affecting entrepreneurship?
- What are the main social factors affecting entrepreneurship?
- Explain the need of EDPs?
- Critically evaluate the success of EDPs?
- Explain trading entrepreneur?
- Define service sector?
- Explain the main feature of services?
- Define service innovation.

UNITII

Topic	Teaching points	Specific objectives	Methods , approaches and techniques	Resources and Reference books:
MSME	Registration process	The student will be able to know about the registration process of MSME	Classroom teaching with examples. Group discussions, Power point presentations.	Jagroop Singh , Rajesh Marwaha. Kalyani Publishers
Product Planning and Management	Planning and Management, Marketing Management	The student will be able to know about the planning and marketing	Classroom teaching with examples. Group discussions,	

		management.	Power point presentations.	
<u>Logistic Management</u>	Meaning features and role in business enterprises	The student will be able to know about the logistic management.	Classroom teaching with examples. Group discussions, Power point presentations.	Jagroop Singh , Rajesh Marwaha. Kalyani Publishers
<u>Role of MSMES</u>	Role of MSMEs in the National economy	The student will be able to know about the role of MSMEs in the National economy.	Classroom teaching with examples. Group discussions, Power point presentations.	Jagroop Singh , Rajesh Marwaha. Kalyani Publishers
Role of Ecommerce and Mcommerce in Promoting Small Business	Small business and modern technology	The student will be able to know about the role of ecommerce and mcommerce in the promotion of small business.	Classroom teaching with examples. Group discussions, Power point presentations.	Jagroop Singh , Rajesh Marwaha. Kalyani Publishers
<u>Tax Considerations</u>	MSME exemptions	The student will be able to know about the MSME exemptions.	Classroom teaching with examples. Group discussions, Power point presentations.	Jagroop Singh , Rajesh Marwaha. Kalyani Publishers

Question Bank

Long Answer type questions:

- Define the term start –up India. Discuss the main pillars of start up India
- Explain the traditional and modern classification of product.
- What do you mean by marketing management? Describe the scope of marketing management.
- Explain the new product development.
- Explain the major components of physical distribution system.
- What is balanced regional development.
- State various steps taken by the government for technological upgradation of SSI in India
- What is the need for incentives under licencing system?

Short Answer type Questions

- What is meant by subsidy?

- Define regulation.
- What is tax holiday?
- What are the advantages of incentives and subsidies?
- Discuss the major elements of market plan?
- Explain marketing planning?
- Define market plan.
- Explain the main role played by small business in National Economy.