

Part B

Name of Programme – Master of Commerce (Semester IV)

Code of Course: Subject	Title of Course: Subject	Total No. of Periods
M.Com. 41	Entrepreneurship and Skill Development	75

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1. The objective of the course is to improve entrepreneurship quality for self-employment.
2. To gives knowledge for start their own start-up.
3. This course is also guiding them how business skill developed for achieving business goals

Unit	Content	
Unit I	Unit-I: 1.1- Entrepreneurship: meaning, Concept, Definition, Entrepreneurial Characteristics and skill, 1.2- Reasons for growth of Entrepreneurship in India, Types of Entrepreneurs. Growth of Business ideas, Factors affecting Entrepreneurial growth. 1.3- Intellectual property: Trademark, registration, infringement of Trademark, Passing-off, Copyright, Patents, Designs.	15
Unit II	Unit-II: 2.1 Entrepreneurial Support: Policies, types of policies, business incubation, Entrepreneurial Environment, business cluster 2.2 Business Plan: use of business plan, kinds of business plan, 2.3 Rural Entrepreneurship: Meaning, need, problems, Role of NGOs in rural entrepreneurship. Entrepreneurial movements. 2.4 Women entrepreneurship: Concept, functions, growth of women entrepreneurs, problems of women entrepreneurs,	15
Unit III	Unit-III: 3.1 Start-up: small Enterprises, project identification and selection Project formulation and selection. Project appraisal 3.2 Entrepreneurial Finance: Source of Debt Finance, Securing debt finance. Venture Capital, Structure of funds venture capital investment. 3.3 Institutional finance to Entrepreneurs: Industrial Development Bank of India(IDBI), Industrial Finance Corporation (IFCI), Industrial Credit and Investment corporation of India (ICICI), Industrial Reconstruction Bank of India (IRBI)	15
Unit IV	Unit-IV: 4.1 Entrepreneurial Skill: elements of entrepreneurial skills, major sources of acquiring entrepreneurial skills. 4.2 Communication Skill & Personality development: Intra personal communication and body language. Inter personal communication and relationship. Leadership Skill. Team Building and Public Speaking	15
Unit V	Unit-V: 5.1 Techniques in personality development: Self Confidence, Mnemonics, Goal setting. Time Management and effective planning. Stress management, Mediation and concentration techniques. 5.2 Self Motivation, self acceptance and self growth. 5.3 Entrepreneurial Skill Development: Skill development of rural industrial sector, small scale industries. Skills required for rural industries	15

REFERENCE BOOKS:

1. Entrepreneurship: Rajeev Rai; Oxford University Press, New Delhi.
2. Entrepreneurial Development: Dr. S.S. Khanka; S. Chand & Company Ltd. Delhi.
3. Entrepreneurship and Employment: S.B. Verma; Deep and Deep Publications Pvt. Ltd. Delhi.
4. Entrepreneurship Development Programmes & Practices: Jasmer Singh Saini; Deep and Deep Publications Pvt. Ltd. Delhi.
5. Entrepreneurship Development and Project Management: Neeta Baporikar; Himalaya Publishing House, New Delhi.
6. Business Communication: S.G. Krishnamacharyulu & R Lalitha Himalaya Publishing House, New Delhi.
7. Developing Presentation Skills: Dr. R.L. Bhatia; Wheeler Publishing , New Delhi / Allahabas.
8. Managerial and Skill Development: Puneet Varshney and Amita Dutta; Alfa Publication, New Delhi.
Encyclopedia off skill Development(Vol 1,2,3,): M.K. Gupta; Satyam Publisher and Distributers Jaipur.

