

## **B.C - 402: Fundamentals of Entrepreneurship**

### Objective

It provides exposure to the students to the entrepreneurial culture and industrial growth so as to preparing them to set up and manage their own business units.

### Course Inputs

- Unit I: Introduction: The entrepreneur; Definition; Emergence of entrepreneurial class; Theories of entrepreneurship; Role of socio-economic environment; characteristics of entrepreneur; leadership; Risk taking; Decision-making and business planning.
- Unit II: Promotion of Venture: Opportunities analysis; External environmental analysis- economic, social, and technological; Competitive factors; legal requirements for establishment of a new unit, and raising of funds; Venture capital sources and documentation required.
- Unit III: Entrepreneurial Behaviour: Innovation and entrepreneur; Entrepreneurial behavior and psycho-theories, Social responsibility.
- Unit IV: Entrepreneurial Development Programmes (EDP): EDP, their role, relevance, and achievements; Role of Government in organizing EDPs; Critical evaluation.
- Unit V: Role of Entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balance regional development of industries; Role in export promotion and import substitution, forex earnings, and augmenting and meeting local demand.

### Suggested Readings

1. Tandon B.C: Environment and Entrepreneur; Chugh publications, Allahabad.
2. Siner A David: Entrepreneurial Megabooks; John Wiley and Sons, New York.
3. Srivastava S.B: A Practical Guide to Industrial Entrepreneurs; Sultan Chand & Sons, New Delhi.
4. Prasanna Chandra: Project preparation, Appraisal, Implementation; Tata McGraw Hill, New Delhi.
5. Pandey I.M: Venture Capital – The Indian Experience; Prentice Hall of India.
6. Holt: Entrepreneurship – New Venture Creation; Prentice Hall of India.