



B.COM SEMESTER II

Fundamentals of Entrepreneurship

Paper Code: IDC 151 (A) [For Students of other Department]

Total Credit: 3

Internal Assessment: 30

Full Marks: 100

Term End Examination: 70

Objective: The basic objective of this paper is to promote entrepreneurial awareness among the learners so as to understand its need and relevance in Indian society as well as to make students aware of the existing environmental support system for the promotion of entrepreneurship in the country.

Outcome: A student is expected to have adequate degree of entrepreneurial awareness and the understanding of environment for entrepreneurial development.

Unit I: Entrepreneur and Enterprise

Entrepreneurs – Meaning & Types – Characteristics of entrepreneurs – Entrepreneur vs. Manager – Role and functions of entrepreneurs in relation to the Enterprise and in relation to the economy.

Unit II: Entrepreneurial Personality

Entrepreneurial personality – Entrepreneurial competencies – Entrepreneurship Development Institute's (EDI) prescribed competencies – Social groups & their entrepreneurial actions – Entrepreneurial motivation – Motivation theories – Entrepreneurial behavior need for achievement.

Unit III: Entrepreneurship and Its Process

Entrepreneurial process – Entrepreneurial dynamics in the environment – Opportunity identification process – Business plan – Feasibility analysis of business ideas – Contents of a business plan/project.

Unit IV: Entrepreneurial Environment

Entrepreneurial support system – Social, Economic and Financial support system – Contingency role models – Family business in India and their contribution to entrepreneurship – Role of educational institutions in the promotion of entrepreneurship.

Unit V: Entrepreneurial Performance and Rewards

Measures of entrepreneurial performance – Financial and psychological rewards – Entrepreneurial risks – Risk-rewards compatibility – Entrepreneurial rewards in the context of socio-economic environment of India.

Syllabus for B.Com Course (as per NEP-2020) of Assam University

Suggested Readings:

Brandt, S. C.: Entrepreneurship: The Ten Commandments for Building a Growth Company. New Delhi: MacMillan Business Books.

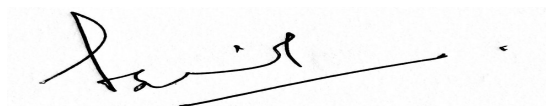
Dollinger, M. J.: Entrepreneurship: Strategies and Resources. Illinois: Irwin.

Holt, D. H.: Entrepreneurship: New Venture Creation. New Delhi: Prentice Hall of India.

Panda, S. C.: Entrepreneurship Development. New Delhi: Anmol Publications.

Taneja, S., & Gupta, S. L.: Entrepreneurship Development-New Venture creation. New Delhi: Galgotia Publishing House.

Vaspar, K. H. New Venture Strategies (Revised Edition ed.). New Jersey: Prentice-Hall.

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