



**Swami Ramanand Teerth
Marathwada University,
Vishnupuri Nanded 431606**

Centre For External Education

M.Com. (External Mode)

Second Year

SYLLABUS 2023-24

Business Entrepreneurship
M.Com. II Year
MC 12

Total 04 Credits

Unit 1: Introduction to Entrepreneurship: Entrepreneur, Entrepreneurship and Enterprise, Entrepreneurial Personality, Entrepreneurial career, Classification of entrepreneurs Entrepreneurship in a Developing economy, Factors affecting Entrepreneurship development, Recent trends in entrepreneurship

Unit 2: Micro, Small and Medium Enterprises: Concepts and definitions of MSMEs, Development of small enterprises in India, Entrepreneurship and MSMEs, identifying and analyzing domestic and international opportunities, Procedure for Setting up a New Enterprise

Unit 3: Creativity, Innovation and entrepreneurship: Creative thinking, Generation of Business ideas, Project identification, Creative enterprise, Enhancing creativity, Methods of protecting innovation and creativity: branding, trademarks, patents, copyrights, registered design protection

Unit 4: Entrepreneurship Development and Government: Government Policy initiatives for MSMEs, Institutional support for MSMEs – National level institutions, Institutional set up for financial assistance, Institutional set up for export promotion, Institutional set up for Maharashtra state

Suggested Readings:

1. Entrepreneurship: A South Asian Perspective, Donald. F Kuratko & T.V Rao, Cengage Learning Publications, 2012
2. Entrepreneurship, Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, McGraw Hill, 2018
3. Family Business, Ernesto J. Poza, 3rd ed., 2010
4. Entrepreneurship Development and Small Business Enterprises, Poornima M. Charantimath, Pearson, 2020
5. Entrepreneurship and Small Business Management, C.B Gupta and S.S Khanka, Sultan Chand Publications, 2014
6. Entrepreneur Development, Taneja & Gupta, Galgotia Publishing Company, 2nd ed., 2012