

B.COM Part-II

Semester-IV

(CREDIT-06)

Entrepreneurship and Small Business Management

Course Outcome:

This course is designed to develop entrepreneurial skills and provide a comprehensive understanding of business operations. It covers opportunity identification, networking, financial acumen, and risk management. Emphasizing adaptability and career flexibility, the course prepares students for diverse career paths while fostering self-confidence, leadership, and a proactive mindset. Additionally, it aims to equip students for contributing to economic development and social change.

UNIT-I

Concept of Entrepreneurship, Role of Entrepreneurship, Types of Entrepreneurships, Entrepreneurship Traits, Entrepreneurship and Manager, Problems of Entrepreneurship.

UNIT-II

Entrepreneurship Training and Development, Government Encouragement to Entrepreneurship, Concept of Small and Medium Enterprises, Role of SMEs, Policies governing small enterprises in India.

UNIT-III

Start-up process of small enterprises, organization structure of small-scale industries in India, Problems of small-scale industries, Management of small business enterprises.

Suggested Readings:

1. उद्यमिता एवं लघु व्यवसाय प्रबंध, डॉ. आर.एल नौलखा- R.B.D. Publishing Housing Jaipur
2. उद्यमिता एवं लघु व्यवसाय प्रबंध, शर्मा, शर्मा, जैन, नागर, जैन-अजमेरा बुक कंपनी, जयपुर।
3. Entrepreneurship and Small Business Management: Sharma, Sharma, Nagar, Jain, Baksh-Ajemra Book Company, Jaipur.
4. Entrepreneurship and Small Business Management: G.S Sudha, R.B.D. Publishing House, Jaipur.


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