

Revised syllabus (2019 Pattern) B.Com. Degree course (CBCS) Syllabus for

Third Year B. Com Semester – V

Subject Name: - 306G-III: Business Entrepreneurship-III(I)

Subject Code: - 306G-III

306G-III: Business Entrepreneurship-III(I)

Unit No.	Unit Title	Contents
1	Organizational Behavior for Entrepreneurship	Organization: Meaning, Definition, Goals, Approaches. Organizational Behavior for Entrepreneurship: Meaning, Definitions, Need, Nature, Importance & Scope, Characteristics, Types, Objectives, Merits and Demerits of Organizational Behavior for Entrepreneurship, Organizational Behavior Models. Developing Entrepreneurial Behavior in the Organization: Opportunity Identification, Opportunity Facilitation, Organizational Competencies, And Individual Competencies.
2	Individual Behavior and Personality for Entrepreneurship	Individual Behavior for Entrepreneurship: Characteristics, Determinants of individual behavior, Requisites for Individual Behavior in Entrepreneurship. Personality for Entrepreneurship: Meaning, Definitions, Characteristics, Determinants of Personality for Entrepreneurship. Personality Traits, Personality Development, Emotional Intelligence for Entrepreneurship, Entrepreneurial Personality, Difference between Individual Behavior and Group Behavior in Entrepreneurship, Factors of Personality, Role of Personality, Theories of Personality
3	The Study of Autobiographies of Entrepreneurs	Autobiographies of Entrepreneurs: 1) Mr. Anand Mahindra (Chairman, Manindra & Mahindra) 2) Mr. Baba Kalyani (MD, Bharat Forge) 3) Mr. Shiv Nadar (Indian Industrialist) 4) Mr. Laxmi Niwas Mittal (CEO, Arcelor Mittal) 5) Mr. Adar Poonawala (CEO, Serum Institute of India, India's Vaccine King) 6) Women Entrepreneurs: Falguni Nayar (The founder of Nykaa) 7) Kiran Mazumdar Shaw (Founder of Biocon Ltd)
4	Group and Group Dynamics for Entrepreneurship	Group: Meaning, Definition, Classification, Group Task, Group Size, Group formation process, Group Structure. Group Dynamics for Entrepreneurship: Influence in Group, Types, Principles and Functions of Group Dynamics in Entrepreneurship, Group Cohesion- Helping Behavior, Co-Operation and Competition, Improved Work Group. Role of Entrepreneur.