

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

Third Year B. Com Semester – VI

Subject Name: - 305G-II: Business Entrepreneurship –II(II)

Subject Code: 305G-II

305G-II: Business Entrepreneurship –II(II)

Unit No.	Unit Title	Contents
5	BUSINESS PLAN (BP) IMPLEMENTATION	Meaning - importance - preparation of Business Plan, Financial aspects, Marketing aspects, Human Resource aspects, Technical aspects, Social aspects of Business Plan. Common pitfalls to be avoided in preparation of a Business Plan., Steps in Business Plan, Implementation, Objectives, Ideas, Guidelines in Business Plan.
6	MSME MANAGEMENT :	(As Distinct from corporate sector management) Functional v/s Integrated Approach, Structured v/s Flexible Approach, Logical v/s Creative Approach. Startup phase Management: Difference of opinion with in promoting team - Avoiding failure – Problem-Solving, Creativity and Innovation, Stability Phase Management, Growth phase Management, MSME Registration, Consultants, Udyog Adhar Registration Consultancy, Enterprise Risk Management (ERM), Challenges in implementation of Enterprise Risk Management (ERM)
7	BUSINESS CRISES AND SICKNESS :	Types of Business Crises, starting crises, Cash crises, Delegation Crisis, Leadership Crises, Financial Crises, Prosperity Crises, Succession Crises, Crises Management and Business Continuity: Meaning, Crises under Covid-19 Sickness : Meaning and Definition, Symptoms, Causes, Turnaround Strategies, Revival Schemes of Sickness,
8	INTRODUCTION TO START UP INDIA SCHEME:	Aim of Startup- Significance of Startup- Advantages of Startup-Significance of Startup-Advantages of Startup- Eligibility for Startup India-Do's and Don'ts for Startup – Examples of Startup-Wow! Mome— Cabs- Zomoto-Paytm-Digit Insurance-Vedantu-Daillyhunt-Sharechat-Topper-Urban Ladder.