

F.Y.B.Com. 116E Business Environment & Entrepreneurship

Unit No.	Unit Title	Contents
1	Business Environment	Concept- Importance - Inter relationship, between environment and entrepreneur, Aspects of Environment- Natural- Economic - Political - Social - Technical - Cultural - Educational - Legal & Cross-cultural – Geographical etc.
2	Environment Issues	Pollution-Concept and types –Causes of pollution-Remedies of Pollution, Remedies of pollution-protecting the natural environment-Conservation of natural resources - Opportunities in Environment
3	Problems of growth	Unemployment- Concept-Types-Causes- Remedies, Poverty- Concept- Causes- Remedies , Regional Imbalance- Concept-Effects –Solutions , Social injustice- Concept, Effects, Solutions ,Black Money – Meaning – Sources –Effects- Measures, Lack of technical knowledge and information-Problems-Remedies
4	The Entrepreneur	Evolution of the term entrepreneur –Definition - Competencies of an Entrepreneur – Distinction between a) entrepreneur and manager- b)Entrepreneur and Enterprise, Intrapreneur- Concept and importance – Distinction between Entrepreneur and Intrapreneur
5	Entrepreneurial Behaviour	Nature- Comparison between entrepreneurial and non-entrepreneurial, Personality-Habits of Entrepreneurs – Dynamics of Motivation
6	Entrepreneurship	Concept- Need and Importance of Entrepreneurship - Economic Development and Industrialization - Role of Entrepreneurship in economy- Entrepreneur as a catalyst
7	Institutions working for promoting entrepreneurship	<ol style="list-style-type: none"> 1) Entrepreneurship Development Institute of India (EDII) 2) Maharashtra Centre for Entrepreneurship Development (MCED) 3) District Industries Centre (DIC) 4) Maharashtra Chamber of Commerce, Industries and Agriculture(MCCIA) 5) Role of local NGO in promoting Entrepreneurship

8	Study of entrepreneurs	1) Hanumant Gaikwad (BVG) 2) Kiran Mazumdar Shaw 3) Suwasini Kirloskar 4) Any successful Entrepreneur from your area
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Reference Books:

Sr. No	Title of Book	Author/s	Publication	Place
1	Business Environment	Francis Cherunilam	Himalaya Publishing House	New Delhi
2	Dynamics of Entrepreneurship Development and Management	Desai Vasant	Himalaya Publishing House	New Delhi
3	Entrepreneurial Development	Khanka S.S.	S. Chand	New Delhi
4	Entrepreneurial Development	Gupta, Shrinivasan	S. Chand	New Delhi
5	Udyog	--	Udyog Sanchalaya	Mumbai
6	Indian Economy	Ruddar Datt, K.P.M. Sundharam	S. Chand	New Delhi