

**Revised syllabus (2019 Pattern) B.Com. Degree course (CBCS) Syllabus for
Second Year B.Com Semester – III**

Subject Name: Business Entrepreneurship -I

Subject Code: - 206 (G) - I

Objectives of the course

- a. To understand the concepts in Business Entrepreneurship and its aspects.
- b. To make students aware about the entrepreneur and entrepreneurship.
- c. To study the new age of entrepreneur and to know in details of entrepreneurship.
- d. To understand the creativity and innovation required or necessary in the entrepreneurship.
- e. To study the types of ethics and society responsibilities are followed in the conventional and corporate sector in the new edge followed by the rules and regulations.
- f. To familiarize the students with practical survey or through project work will be able to understand the concepts in the subject thoroughly.
- g. To create entrepreneurial encouragement through the study of successful entrepreneurs.

Unit No.	Unit Title	Contents	Skills to be developed
1	Entrepreneur and Entrepreneurship	Definition, Meaning- Functions of an Entrepreneur. Need and Importance of Entrepreneurship- Problem of Unemployment, Importance of Wealth Creation, Enterprise V/s Entrepreneurship – Self Employment V/s Entrepreneurship, Entrepreneurial Competencies, Qualities, Kakinada Experiment	To understand the concept Entrepreneur and Entrepreneurship. Students should be able to differentiate and understand the difference between Enterprise and Entrepreneurship. To equip the students with various aspects of entrepreneurship, their competencies like initiative, how to grab the opportunities etc. and qualities with examples.

2	New Age Entrepreneur	<p>The Internet Entrepreneur: Definition, Advantages, How to Become a Successful Internet Entrepreneur (Example: Snap deal).</p> <p>Environmental Entrepreneurs (E2)- Concept, Importance (Example: Help V/s Green, Ecotemme Green Nerdes, Sustain Earth)</p> <p>Social Entrepreneurs- Meaning and Concept- goals of Social Entrepreneurs, Characteristics (Examples: DeAsra Foundation, Aaple Ghar).</p> <p>Artistic Entrepreneurs-Concept, Things Artists and Artistic Entrepreneurs Have in Common. Motivated Entrepreneurs- Concept and Meaning, ways for entrepreneurs to stay motivated.</p> <p>Failed Entrepreneurship-Meaning and Reasons for Failed Entrepreneurship.</p>	<p>Students have to develop the ability to involve in positive thinking.</p> <p>Students should be able to understand the critical issues affecting the economy and environment.</p> <p>The students should be able to modernize tactics to solving social or environmental problems.</p> <p>To develop students and involve and engages them in new forms of entrepreneurship in the rightest of the world.</p> <p>Students should be able to find the ways to stay motivated as an entrepreneur.</p>
3	Creativity and Innovation	<p>Creativity- Meaning, Creativity Process, Techniques and Tools of Creativity.</p> <p>Innovation- Meaning, Sources of Innovation- Peter Drucker's Principles of Innovation- Do's and Don'ts of Innovation.</p>	<p>Acquaint knowledge and skills of the entrepreneurial process, it shows that creative thinking of an entrepreneur.</p> <p>Understand the concept of innovation that how it refers to develop effective ideas for successful entrepreneurship in the global edge.</p>
4	Business Ethics and Social Responsibility of Business	<p>Business Ethics and Social Responsibility of Business.</p> <p>Business goals- Social Responsibility-Business Ethics- Social Responsibility Towards Their Stakeholders: Investors-Owners- Employees-Government and Society at Large. Leadership by Example.</p> <p>Code of Ethics- Ethical Structure- Social Audit. Brief Introduction to Corporate Governance.</p>	<p>Students should be able to understand the business ethics and social responsibility of business w.r.t. practices in entrepreneurship (e.g. corruption, harmful behaviour to the society).</p>
