

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

Second Year B.Com Semester – IV

Subject Name: - Business Entrepreneurship – I (II)

Subject Code: - 206 (G) - II

Unit No.	Unit Title	Contents	Skills to be developed
1	Group Entrepreneurship	Concept- Meaning and Significance- Individual Entrepreneurship V/s Group Entrepreneurship. Advantages and Disadvantages of Group Entrepreneurship. Self Help Group- Definition, Meaning and Evolution- Nature- Scope of SHG, Administration Functions and Operation of SHG's , Do's and Don'ts with suitable illustration of Self Help Group	<ol style="list-style-type: none">1. To understand the concept Individual Entrepreneurship and Group Entrepreneurship along with their significance.2. Students should be able to understand its advantages and disadvantages.3. To make aware of the concept Self Help Group with its functions to enhance the knowledge in entrepreneurship.4. To equip the students with various aspects of entrepreneurship, their competencies like initiative, how to grab the opportunities etc. and qualities with examples.
2	Various Entrepreneurial Opportunities	Role of Service Sector in National Economy- Types of Service Ventures, Service- Industry Management, Success Factors in Service Ventures- Opportunities to Service Industry in Rural and Urban Areas, Distinction Between Service Industry and Manufacturing Industries.	<ol style="list-style-type: none">1. Students should know to service sector and its role in National Economy also have to detail knowledge of benefits of industries in rural and urban areas.2. Students should be able to differentiate in service industry and manufacturing conventional industry.3. Information on role of each industry will help the students to develop their interest in entrepreneurship.

<p>3.</p>	<p>Study of Entrepreneurs or Enterprises</p>	<p>1. Mr. Radhakishan Damani (D Mart) 2. Mr. Ritesh Agarwal (OYO Hotels) 3. Mr. Sanjeev Bhikchandani (Naukri.com) 4. Mumbaiiche Dabewale 5. Mr. Ratan Tata.</p>	<p>1. To study the real life well known examples of entrepreneurs and enterprises in India, to motivate the students to enhance their competencies and create interest in, to become an enterprisers or to be an entrepreneurs.</p>
<p>4.</p>	<p>Challenges in Entrepreneurship Development</p>	<p>Challenges- Social, Cultural, Educational, Political, Economical, International Situation, Cross Cultural Aspects. Measures and Challenges of Globalization and Entrepreneurship Development in India. Effect of Corona Virus on Entrepreneurship.</p>	<p>1. Students should be able to understand the challenges in entrepreneurship development and how these environmental factors affect the business so the students should be known how to overcome on these factors or challenges.</p>
