

**MCOM Sem III**  
**Group B: Business Studies (Management)**

**2. Entrepreneurship- Modules at a Glance**

SN	Modules	No. of Lectures
1	Entrepreneurship Development Perspective	15
2	Creating Entrepreneurial Venture	15
3	Project Management	15
4	Assistance and Incentives for Promotion and Development of Entrepreneurship	15
<b>Total</b>		<b>60</b>

SN	Modules/ Units
<b>1</b>	<b>Entrepreneurship Development Perspective</b>
	<ul style="list-style-type: none"> <li>• <b>Entrepreneurship</b> – Concept, Factors affecting growth of Entrepreneurship, Types of Entrepreneurs, Requirements of Entrepreneurial structure.</li> <li>• <b>Entrepreneurial Culture</b> -Elements of culture, Steps to change Entrepreneurial culture, Entrepreneurial v/s Administrative culture.</li> <li>• <b>Theories of Entrepreneurship</b>- Schumpeter Dynamic Entrepreneurship Innovation Theory, Theory of High Achievement by McClelland, Theory of Personnel Resourcefulness</li> </ul>
<b>2</b>	<b>Creating Entrepreneurial Venture</b>
	<ul style="list-style-type: none"> <li>• <b>Entrepreneurial Environment</b>- Significance, SWOC Analysis, Problems of Entrepreneurship</li> <li>• <b>Financial Analysis of Entrepreneurial Venture</b>- Significance, Tools</li> </ul>

	<p>of Financial Analysis, Sources of development finance</p> <ul style="list-style-type: none"> <li>• <b>Social Entrepreneurship</b>- Features, Importance, Arguments (for and against) Social Entrepreneurship, Women Entrepreneurs – concept and special Government schemes for women entrepreneurs in India.</li> </ul>
<b>3</b>	<b>Project Management</b>
	<ul style="list-style-type: none"> <li>• <b>Project</b> - Concepts and Classification of Project, Search of Business Idea, Project Cycle.</li> <li>• <b>Project formulation</b>-----Steps for project formulation, Project Design and network analysis – concept and network analysis techniques: PERT/ CPM.</li> <li>• <b>Project Management</b> – Concept, Phases, Project Identification and Project Feasibility Analysis.</li> </ul>
<b>4</b>	<b>Assistance and Incentives for Promotion and Development of Entrepreneurship</b>
	<ul style="list-style-type: none"> <li>• <b>Incentives</b> – Need, Promotion and development Entrepreneurship- Types of Assistance and incentives -Fiscal, Financial, Promotional, Marketing, and Organisational.</li> <li>• <b>NPSD</b> - National Policy for Skill Development and Entrepreneurship 2015.</li> <li>• <b>Institutions in aid of Entrepreneurship Development</b> - The National institute for Entrepreneurship and small business development, District Industry Centre (DIC), National Alliance of young Entrepreneurs</li> </ul>

