

FOUR YEAR UNDER GRADUATE PROGRAMME IN COMMERCE

Course Code	: Core- C3 (Third Semester)
Title of the Course	: Entrepreneurship Development
Nature of Course	: Core
End Semester	: 60 Marks
In Semester	: 40 Marks
Credit Course	: 04

Learning Objectives

- (a) Build a positive entrepreneurial mindset among the students
- (b) Make aware of different issues related to entrepreneurship and train the next generation entrepreneurs.

Learning outcomes

After completion of the course, it is expected from that

- students would be aware of different aspects of entrepreneurship as a career
- factors and issues related in starting a new business project
- Choosing NER, India particularly Assam as an avenue for entrepreneurship

UNITS	CONTENTS	L	T	P
1 (15Marks)	Unit 1: Introduction 1.1 Definition and Concept of entrepreneurship – 1.2 Evolution of Entrepreneurship in India 1.3 Entrepreneur – traits and classification 1.4 Role of Entrepreneurship in Economic Development – 1.5 Entrepreneurship and Start-ups. 1.6 Women Entrepreneur	14	2	
2 (15Marks)	Unit 2: Theories of Entrepreneurship 2.1 Importance - theories of Entrepreneurship 2.2 Competing theories with criticism 2.3 Views Walker and Drucker, Theory of Harvard School,	12	2	

	Theory of Invisible Cost, Theory of Transaction Cost.			
3 (15Marks)	Unit 3 : Entrepreneurial Training and Business Planning 3.1 Importance of training, EDP 3.2 Institution promoting EDPs 3.3 Business Plan, Contents of a business plan, SWOT analysis 3.4 Sources of Finance, Venture capital 3.5 Indian start up case studies	12	2	
4 (15Marks)	Unit 4: Unit 3: Setting up of Small Business Enterprises :- 4.1 Meaning and Definition, Importance in Indian Economy 4.2 Opportunity identification process 4.3 Project Formulation 4.4 Small Business in North East India	12	4	
	TOTAL	50	10	

MODES OF IN-SEMESTER ASSESMENT: (40 Marks)

- a. Two Sessional Examination - 20 marks (10x2)
- b. Seminar Presentation on any of the relevant topics- 10 marks
- c. Assignment and Attendance 10 marks

Suggested Readings:

Khanka, S.S. *Entrepreneurial Development*, S.Chand .

Vasant, Desai. *Small- Scale Industries and Entrepreneurship*, Himalaya Publication.

Rana Bijoy Deb. *Essentials of Entrepreneurship*. Kalyani Publishers.

Mohanty, Sangram Keshari . *Fundamentals of Entrepreneurship*. PHI.

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