

Syllabus

Panjab University

B.Com. (5th Semester)

OBJECTIVES :

This basic objectives of this course is to help the learners understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development. It also aims to motivate students to opt for entrepreneurship and self-employment as alternate career options.

Unit – I

Entrepreneurship-Concept and Theories; Entrepreneur-Meaning and Characteristics: Entrepreneurial Mindset. Distinction between Manager and Entrepreneur. Distinction between Entrepreneur and Intrapreneur. Innovation –Meaning, Features and Need. Latest Innovations in Manufacturing and Service Sectors. Social and Commercial Entrepreneurship.

Women Entrepreneurship-Problems Faced, Suggestions, Role of Government to Promote Women Entrepreneurship; Socio-Economic Environment.

Business Planning; Entrepreneurial Development Programmes – their Relevance and Achievement, Role of Government in Organizing EDPs.

Unit – II

MSMEs-Definition, Registration Process and its Procedure, Benefits of Registration—MSMEs Seed Bed of Entrepreneurship; Startup-Its Concept, Steps and Need.

Product Planning and Management; Marketing Management; Growth and Diversification Strategies.

Logistic Management-Meaning, Features and its Role in Business Enterprises.

Role of MSMEs in the National Economy;

Role of e-Commerce and m-Commerce in Promoting Small Business. Small Business and Modern Technology.

Tax Considerations/Benefits to MSMEs, MSMEs Exemptions.