

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 : Leadership, Risk Taking, Decision Making, Motivation, Innovation.

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

Small Scale Business-Seed Bed of Entrepreneurship ; Business Venture-its concept ; Setting up a Small Scale Enterprise.

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

Role of Small Business in the National Economy ; Small Business and Modern Technology.

Tax Considerations/Benefits to Small Scale Units ; SSI exemptions.