

BCOM 105: Entrepreneurship & Small Business

Unit no.	Course content
1	Introduction: Micro, Small and Medium Enterprises. <ul style="list-style-type: none">• Concept of business groups and role of business houses and family business in India.• Values, business philosophy and behavioural orientations of important family business in India.
2	Types of Business Entities: Micro, Small and Medium Enterprises. <ul style="list-style-type: none">• Managerial roles and functions in a small business.• Entrepreneur as the manager of his business.
3	Entrepreneurial Sustainability: <ul style="list-style-type: none">• Public and private system of stimulation.• Support and sustainability of entrepreneurship.• Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation.
4	Business Plan Preparations: <ul style="list-style-type: none">• Sources of business ideas and tests of feasibility.• Significance of writing the business plan/ project proposal.• Designing business processes, location, layout, operation, planning & control;• Project submission/ presentation and appraisal.

Suggested Readings

Book	Author's Name	Publisher
Entrepreneurship: A South Asian Perspective	Kuratko and Rao	Cengage Learning
Entrepreneurship	Robert Hisrich, Michael Peters, Dean Shepherd	McGraw-Hill Education
Dynamics of Entrepreneurial Development and Management	Vasant Desai	Himalaya Publishing House
Entrepreneurship: Strategies and Resources	Dollinger, Mare J.	Illinois, Irwin.