

M.Com Part II Semester – III
Special Elective Subject - Group E (Business Practices & Environment)
Subject Name: - Entrepreneurial Behavior
Course code: - 211-I

Objectives of the Course:

- a) To develop understanding of entrepreneurial environment amongst the students.
- b) To motivate students to be in the modern values of entrepreneurship.
- c) To motivate students to enhance their entrepreneurship competencies.

Unit No.	Unit Title	Contents	Skills to be developed
1	Entrepreneurship and Entrepreneurship Training	Entrepreneurship and Entrepreneurship Training: Meaning and features of Entrepreneurship, Entrepreneurial Qualities, Assessing Potential Entrepreneurship- Tools and Techniques Used For Behavioral Tests. Entrepreneurship Training: Objectives, Needs and Significance, Training Components, Training Methodologies.	i. To understand what is entrepreneurship and what are its features, qualities. ii. To know the tools and techniques in behavioural test. iii. To study the objectives, requirements to become entrepreneur and the types of training methodologies to become successful entrepreneur.
2	Development of Achievement Motivation	Development of Achievement Motivation: Sources of Development of Achievement- Skills required for effective Entrepreneurship Development- Entrepreneurship Problems- Beliefs and Attitude- Limitations.	i. To understand the sources of development of achievement and what are the skills required to become effective entrepreneur. ii. To study the problems faces by the entrepreneur with its beliefs and attitudes along with its limitations.

3	Promoting Entrepreneurship	Promoting Entrepreneurship: Need and Importance of Trainer- Motivator, Skills and Qualifications of Trainer. Motivator- Need and Significance to Boost Training Support.	<ul style="list-style-type: none"> i. To understand the meaning of promoting entrepreneurship. ii. To study the need and importance of trainer, his qualifications. iii. To understand the concept of boost training support with its components to enhance the effectiveness in entrepreneurship.
4	Business Opportunity Guidance	Business Opportunity Guidance: Importance and Relevance of Business Opportunity- Process of identifying and assessing business opportunity- Selection of business opportunity- new trends in the service sector- scope for entrepreneurship in the service sector- market survey tools and techniques.	<ul style="list-style-type: none"> i. To understand what is opportunity in business, how to identify the opportunity and how to achieve the goals and objectives. ii. To understand the importance of business opportunity process from its origin like from identification of business opportunity, its assessment, execution. iii. To study the scope and opportunities of entrepreneurship in specifically service sector with the help of market survey and the requirement of the society in availing various types of services.
