

M.Com Part II Semester – III
Special Elective Subject - Group E (Business Practices & Environment)
Subject Name: - Entrepreneurship
Course code: - 212-I

Objectives of the Course:

- a) To expose the students in the various aspects of entrepreneurship.
- b) To enable the students to do SWOC analysis of entrepreneurship as careers options.

Unit No.	Unit Title	Contents	Skills to be developed
1	Challenges in Entrepreneurship Development	Challenges in Entrepreneurship Development: Dot com entrepreneurship, Role of Government in entrepreneurship development- Research and Development Technology for commercialization- Science technology and entrepreneurship development.	<ol style="list-style-type: none"> i. To understand the challenges in entrepreneurship. ii. To know the role of Government in entrepreneurship development. iii. To study the R&D technology for development of entrepreneurship.
2	Specialized Institutions Involved in Entrepreneurship Development	Specialized Institutions Involved in Entrepreneurship Development: District Industrial Centre (DIC), Maharashtra State Financial Corporation (MSFC), Small Industries Development Bank of India (SIDBI), Industrial Finance Corporation of India (IFCI), Small Industries Service Institute (SISIs), Industrial Development Bank of India (IDBI), Maharashtra Industrial Development Corporation (MIDC), Maharashtra Centre for Entrepreneurship Development (MCED), Maharashtra Industrial Technical Consultancy Organization (MITCON).	<ol style="list-style-type: none"> i. To understand thoroughly the role of specialized institutions in the entrepreneurship development. ii. After study of each specialized institutions the students will be able to understand the functions or guidelines of Government w.r.t. specialized institutions.

3	Creativity and Innovation	Creativity and Innovation: Meaning and Importance- Role of developing new business markets, Creativity in problem solving.	<ul style="list-style-type: none"> i. To understand the concept of creativity and innovation. ii. To know the role creativity and innovation of developing new business. iii. To understand how the creativity and innovation help to grow or develop entrepreneurship in various sectors according to availability of resources, market etc. iv. To study the problems solving skills through creativity and innovation.
4	Business Plan	Business Plan- Meaning, Importance, Contents of business plan, Preparation of business plan.	<ul style="list-style-type: none"> i. To understand what is business plan in detail with its importance in entrepreneurship. ii. To understand the contents of business plan in preparation considering its SWOT analysis.
