

 <p>Since 1951</p>	<p align="center"><b>B. J. VANIJYA MAHAVIDYALAYA</b>  <b>(Autonomous)</b>  <b>(Grant-in-Aid)</b>  <b>(Affiliated to Sardar Patel University)</b>  <b>Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India</b>  <b>Accredited with CGPA of 2.78 on four point scale at B++ Grade by NAAC</b>  <b>Syllabus with effective from June -2025</b></p>
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**Master of Commerce (M.Com.)**  
**Semester-III**

<b>Course Code</b> <b>PB03CCOM52</b>	<b>Title of the Paper</b> <b>Entrepreneurship Development- I</b>	<b>Total Credit</b> <b>04</b>
<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. To explore entrepreneurship concepts, types, contributions, and rural development through successful case studies.</li> <li>2. To examine women entrepreneurship, its growth, challenges, success stories, and the role of national associations in rural development.</li> <li>3. To understand EDP, their importance, methods, target groups, and key organizations supporting EDPs.</li> <li>4. To explore the concept, classification, economic impact, startup procedures, and challenges faced by small entrepreneurs.</li> </ol>	

<b>Coursen Description</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage</b>
<b>1.</b>	<b>Concept of Entrepreneurship</b> <ul style="list-style-type: none"> <li>• Concept of Entrepreneur, Intrapreneur and Entrepreneurship</li> <li>• Common Characteristics of successful Entrepreneurs</li> <li>• Types of Entrepreneurs</li> <li>• Economic and Industrial Contribution of Entrepreneurship in National Economy</li> <li>• Rural Entrepreneurship and TRYSEM</li> <li>• Backward Area Development</li> <li>• Case studies of successful entrepreneurs</li> </ul>	<b>25%</b>
<b>2.</b>	<b>Women Entrepreneurship</b> <ul style="list-style-type: none"> <li>• Concept and Growth of Women Entrepreneurship</li> <li>• Rural Women Entrepreneurship</li> <li>• National Level Associations working for Women Entrepreneurship Development</li> <li>• Problems faced by Women Entrepreneurs and its Remedies</li> <li>• Profile of Women Entrepreneur and her Business</li> <li>• Success Stories of Women Entrepreneurs</li> </ul>	<b>25%</b>
<b>3.</b>	<b>Entrepreneurial Development</b> <ul style="list-style-type: none"> <li>• Meaning of EDP, Misconceptions about EDP</li> <li>• Importance, Objectives, Principles and Methods of EDP</li> <li>• Model of EDP</li> <li>• Target Groups of EDP</li> <li>• EDP Organizations: EDII, MDI, NIESBUD, SIDO</li> </ul>	<b>25%</b>

<b>4.</b>	<b>Small Business</b> <ul style="list-style-type: none"> <li>• Concept and Classification</li> <li>• Small Business as a Driving Force for National Economy</li> <li>• Procedure to start a Small Business Unit</li> <li>• Problems of Small Entrepreneurs</li> </ul>	<b>25%</b>
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<b>Teaching- Learning Methodology</b>	Lecture, Group Discussion, Doubt Solving, Power Point Presentation, Case Study, Real Life Company Examples, & Seminar
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<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
<b>1.</b>	Internal/Written Examination	<b>20%</b>
<b>2.</b>	Internal Continuous Assessment in the form of Viva-Voce, Quizzes, Seminars, Assignments, Attendance	<b>10%</b>
<b>3.</b>	External Examination	<b>70%</b>

Students will have to score minimum of 40% to pass the course.

<b>Course Outcomes: Having Completed this course, the students will be able to:</b>	
<b>1.</b>	To understand of entrepreneurship and intrapreneurship, their characteristics, types, and economic contributions to the national economy.
<b>2.</b>	This chapter offers a detailed understanding of women entrepreneurship, their growth, challenges, national associations, remedies, and success stories.
<b>3.</b>	To explains entrepreneurial training, EDP concepts, misconceptions, importance, objectives, and methods, preparing students for practical application without issues related to EDP.
<b>4.</b>	To explains the concept, classification, and contribution of small-scale businesses to the national economy, along with the procedure for establishing and operating them.

<b>Suggested References:</b>	
<b>Sr. No.</b>	<b>References</b>
<b>1.</b>	Dynamics of Entrepreneurship and Management Vasant Desai, H.P.House, New Delhi, 2016
<b>2.</b>	Entrepreneurial Development Gupta and Srinivasan, Sultan Chand and Sons, New Delhi, 2014
<b>3.</b>	Business Environment Dr. K. Ashwathappa H.P.House, New Delhi 2016
<b>4.</b>	Website: <a href="https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/199">https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/199</a>