

Class:- B.Com. (hons.) 5th Semester

Subject:-Entrepreneurship and small business

Section	Faculty Name	Location
A	Poonam kapoor	Room no. 86
B	Heera	

Dated	Topic Detail
Week 1	Entrepreneur-Entrepreneurship-Enterprise; Conceptual issues .Entrepreneurship vs. Management. Roles and functions of entrepreneurs, Entrpreneurship as a interactive process. Small business as the seedbed of entrepreneurship.
Week 2	Entrepreneurial competencies, Entrepreneurial motivation, Performance and rewards.
Week 3	Opportunity scouting and idea generation; role of creativity and innovation and business research. Sources of business ideas.
Week 4	Entrepreneurial opportunities in contemporary business environment, process of setting up a new business, preliminary screening and aspects of the detailed studyof the feasibility of the business idea and financing / non financing support agencies of the available schemes.
Week 5	Preparation of the project report and Report on report on Experiential learning of successful /unsuccessful entrepreneurs/enterprise.

Week 6	Managerial roles and functions in a small business. Designing and Redesigning business processes, location, layout, operations planning and control.
Week 7	Basic awareness of the issues impinging on quality, productivity and environment. Managing business growth.
Week 8	The pos and cons of alternative growth option ; internal expansions ,acquisitions and mergers , integration and diversification. Crises in business growth.
Week 9	Issues in small business marketing. The concept and application of product life cycle, advertising and publicity, sales and distribution management.
Week 10	The idea of consortium marketing, competitive bidding/ tender marketing,negotiation with principal customers.
Week 11	The contemporary perspectives on infrastructure Development, product and procurement Reservation.
Week 12	Marketting assistance, Subsidies and other fiscal and monetary incentives.
Week 13	National,state level and grass root level financial and non financial institutions in support of small business development.
Week 14	Doubt clearance
Week 15	Doubt clearance
Week 16	Revision
Week 17	Revision
	Revision

Week 18

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