

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE
(AUTONOMOUS)**



BOARD OF STUDIES: COMMERCE & MANAGEMENT

PROGRAMME: B.COM (MANAGEMENT STUDIES)

SEMESTER: IV

**NOMENCLATURE OF THE COURSE: BUSINESS PLANNING AND
ENTREPRENEURIAL MANAGEMENT**

NEP Vertical: MAJOR

Credit: 4

(As Per Choice Based Credit System (under NEP 2020) with effect from the Academic Year 2025-26)



Program: Bachelor of		Semester : IV			
Commerce (Management Studies)					
Course: BUSINESS PLANNING AND ENTREPRENEURIAL MANAGEMENT		Code:			
Academic Year: 2025-2026					
Batch: 2024-2026					
Teaching Scheme		Evaluation Scheme			
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	NA	NA	4	40 marks/40% of the total marks	60 marks/60% of the total marks

Learning Objectives :	<ul style="list-style-type: none"> ● To explain concepts of Entrepreneurship and build an understanding about business situations ● To explain the classification and types of entrepreneurs and the process of entrepreneurial project development. ● To understand the concept of business plan and the stages in venture development ● To study the new trends in entrepreneurship and to identify various institutional support available to an entrepreneur
Learning Outcomes :	<ul style="list-style-type: none"> ● Students will understand the need for entrepreneurship skills and its application ● Students will develop innovative mind-set based on market needs and personal interest ● Students will gain a comprehensive understanding of the entrepreneurial process, identify opportunities, develop well- structured business plans, and effectively launch and manage their own ventures.
Pedagogy:	Classroom Lectures, Interactive discussions, Case studies, Business Simulations, Group Projects

Each lecture session would be of one hour duration (60 sessions).

Module	Module Content	Module Wise Pedagogy	Module Wise
		Used	Duration/ Lectures
1	<p>Introduction to Entrepreneurship Development: Entrepreneur- Concept, Entrepreneurship, Need for and importance of Entrepreneurship Development, Characteristics and qualities of entrepreneur</p> <p>Theories of Entrepreneurship- Innovation Theory by Schumpeter, Need for Achievement by McClelland, X-Efficiency Theory by Leibenstein, Theory of Profit by Knight, Hagen's Theory of Entrepreneurship.</p> <p>External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economic, Personal.</p>	Classroom Lectures, Case Study	15 Lectures
2	<p>Types & Classification of Entrepreneurs: Intrapreneur- Concept and qualities, Entrepreneur v/s Intrapreneur</p> <p>Women Entrepreneur- Concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group.</p> <p>Social entrepreneurship- Concept and Importance, development of Social Entrepreneurship in India.</p>	Classroom Lectures, Business Simulation, Case Study	15 Lectures
3	<p>Business Planning and Venture Development: Business Plan- Concept, Objectives, Elements of Business Plan, Environmental scanning and SWOT analysis, Project Report.</p> <p>Venture Development: Marketing- Methods, Marketing mix</p> <p>Operations- Size and location of Enterprise, Layout, Inventory Control, Quality Control.</p> <p>Finance- Sources of long term and short-term finance, Venture Capital concept, Merits and Limitations.</p> <p>Human Resource- Personnel Function, Important Labor Laws.</p>	Classroom Lectures, Group Project	15 Lectures

4	<p>Evolving Concepts in Entrepreneurship: Ethics and Entrepreneurship- Concept, Ethical practices and code of conduct Entrepreneurial development Program (EDP)- Concept, Importance and EDP in India Institutional support to an entrepreneur- Concept, Importance of EDP, Examples of EDP, Key features of National Policy on Skill Development and Entrepreneurship 2015 New trends in entrepreneurship</p>		15 Lectures
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REFERENCE BOOKS

1. Innovation and entrepreneurship, Peter F. Drucker, New York: Harper & Row, ©1985.
2. Sharma Sudhir, Singh Balraj, Singhal Sandeep (2005), “Entrepreneurship Development”, Wisdom Publications, Delhi.
3. Hisrich Robert D., Peters Michael P. (2002), “Entrepreneurship – International Edition”, The McGraw-Hill Companies, New York.
4. Willaim D. Bygrave and Andrew Zacharakis, The Portable MBA in Entrepreneurship by, Fourth edition, John Wiley and Sons. 2009
5. Vasishth Neeru (2008), “Business Organization”, Taxmann Allied Services (P.) Ltd.
6. Badi R.V., Badi N.V. (2010), “Entrepreneurship”, Vrinda Publications (P) Ltd., Delhi.
7. S.L. Gupta and Dr. Arun Mittal, Entrepreneurship Development by International Books House ltd. 2011
8. C.B. Gupta and N.P. Shrinivasan, Entrepreneurship Development Sultan chand and sons, 2020

Internal Continuous Assessment (ICA) Pattern

Particulars	Marks
Class Test	20
Presentation/Viva Voce	10
Assignment/Project	10
Total	40

Term End Examinations (TEE)

Question Paper Pattern

Maximum Marks: 60

Duration: 2 Hours

All questions are compulsory.

Question No.	Description	Total Marks
1	A. Full length Theory question OR	15
	B. Full length Theory question	
2	A. Full length Theory question OR	15
	B. Full length Theory question	
3	A. Full length Theory question OR	
	B. Full length Theory question	
4	A. Full length Theory question	
	B. Full length Theory question	

Note: The Full length theory question of 15 marks each may be split up into two smaller questions carrying 8 marks and 7 marks respectively or 3 smaller questions of 5 marks each