



# Entrepreneurship

## Business and Management

**Dr. R.C. Bhatia**



**Includes  
100 Solved  
Questions**

**Sultan Chand & Sons**

# Entrepreneurship

## Business and Management

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# Preface

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Entrepreneurs play a key role in an economy especially in a developing country like India. An entrepreneur is a risk taking individual who while riding high on his innovativeness, passion and ability to coordinate means of production comes out with novel products and services.

The objective of achieving sustained industrial development, regional growth, and employment generation have always depended on entrepreneurial development and small scale industry. Economic reform and the process of liberalization since 1991, creating tremendous opportunities, have created new challenges relating to competitive strengths, technology, upgradation, quality improvement and productivity.

I am happy to place *Entrepreneurship – Business and Management* before students, teachers, management consultants, budding entrepreneurs and other readers interested in today's world of small business development and management.

The inspiration to write this book came from my non-academic and teaching experience, where I encountered both the views of entrepreneurs as well as the demand for such a book from the academic fraternity.

## Focus

This book is mainly written for the students of B.Com., B.Com. (Hons.) and teachers of Delhi University, Guru Gobind Singh Indraprastha University, Madras University and Bangalore University. The idea is that improvements can best come from creative thinking by the entrepreneur about his/her own enterprise, which motivate the entrepreneur to take action to improve his business. This book will also be useful for trainers who support entrepreneurship development during seminars and workshops.

## Features

1. **Student Centric-Classroom simulative:** *Written in a simple lucid language.*
2. **Industry-Institute Interface:** *Enriched by my own industrial experience the concepts are linked to real life situations, bringing gradation between industry and institute.*
3. **Coverage:** *A thorough coverage of conceptual framework on entrepreneurship development and business enterprises.*
4. **Self-Learning Exercises:** *Many exercises at the end of every chapter for self-assessment and development.*

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# Syllabus

**B.Com. (Hons.) CBCS, Semester-II**  
**Department of Commerce, University of Delhi**  
Paper BCH 2.4(a): Entrepreneurship

## Course Contents

**Unit I: Introduction** – Entrepreneurship – meaning and importance, entrepreneurship in Indian context, entrepreneurship as a creative solution provider, meaning of various terms related to entrepreneurship-intrapreneurship, social entrepreneurship, net entrepreneurship, technopreneurship.

**Unit II: Entrepreneurship Eco-System** – Socio-economic support system for entrepreneurship. Public and private system of stimulation: Role of development institutes, availability of finance. marketing, technology and project related assistance; Role of trade associations and self-help groups for promotion of entrepreneurship; Types of business entities – micro, small and medium enterprises, role of MSME sector in Indian economy family businesses in India; Conflicts in family business; Startup Action Plan; Make in India initiative.

**Unit III: Enterprise Formation Process** – Understanding and analysing business opportunities, market demand analysis, project feasibility study; preparation of business plan; Startups and basic startups problems, sources of financing business startups; Cases of Indian startups (practical knowledge on preparation of business plan/project report shall be imparted).

**Unit IV: Managerial Aspects of Business** – Managing finance – preparation of operating/cost budget; cash budget. Understanding management of short term and long term capital; Human resource planning; Contract management; Understanding marketing methods; Understanding of GST and other tax compliances.

**Unit V: Managing Growth** – Business growth strategies specific to small enterprises; Enterprise lifecycle and various growth strategies; Business collaboration and outsourcing of resources; Network management; Succession planning for sustenance.

**B.Com. CBCS, Semester V**  
**Department of Commerce, University of Delhi**  
Paper BC 5.3 (a): Entrepreneurship Development

## Course Contents

**Unit I: Introduction** – Entrepreneurship – concept, functions, need and its relevance in Indian society; Pros and cons of entrepreneurship; Entrepreneurship as a creative response to

society's problem; Dimensions of entrepreneurship-intrapreneurship, Social entrepreneurship; Entrepreneurship and new challenges of globalization.

**Unit II: Individual and Entrepreneurship** – Entrepreneurial competencies; Individual risk behaviour and propensity for entrepreneurship; Family and social support for entrepreneurship; Entrepreneurial values; Attitudes and motivation; Family business in India – role and contribution towards growth of entrepreneurship; Entrepreneurial rewards system.

**Unit III: Entrepreneurial Process** – Generation of business ideas; Opportunity sensing and identification; Test of feasibility, of business ideas; Developing a business proposal; Contents of a business plan/project report; Project appraisal by external agencies. (Students should be taught to prepare a business plan of their choice based on the framework of opportunity sensing and identification techniques).

**Unit IV: Entrepreneurial Eco-System** – Socio-economic support system for entrepreneurial orientation: Public and private support system; Institutional support system – financial, marketing, technological and managerial; Social organisations – trade and industry associations, self-help groups, business incubators, angel investors, venture capital, prototype centres, private equity funds; Start-ups and success stories; Start-up Action Plan; Make in India initiative.

**Unit V: Managerial Aspects of Business** – Managing finance; Understanding capital structure; Understanding organization structure and management of human resources of a new enterprise; Understanding of marketing-mix; Management of assets (cash management); Relationship management; Cost management; Understanding family business management.

**B.Com. : Semester VI (General Elective)**  
Paper BC 6.4 (a): Entrepreneurship Development

## Course Contents

**Unit I: Introduction** – Entrepreneurship – meaning importance and determinants; Entrepreneurship as a dynamic response to societal issues; Entrepreneurship in Indian scenario as a career option; Understanding intrapreneurship, techno-entrepreneurship, net-entrepreneurship, eco-entrepreneurship, and social entrepreneurship.

**Unit II: Entrepreneurial Eco-System** – Socio-economic support system for entrepreneurship; Public and private system of stimulation; Role of Development Institutes, availability of finance, marketing, technology and project related assistance; role of trade associations and self-help groups for promotion of entrepreneurship; Types of business entities – micro, small and medium enterprises; role of MSME sector in Indian economy; Nature and characteristics of family businesses in India; Startup Action Plan; Make in India initiative.

**Unit III: Enterprise Formation Process** – Understanding and analysing business opportunities; Market demand analysis, preparation of business plan, project feasibility study; Startups and basic startups problems; Cases of Indian startups; Sources of financing business startups (practical knowledge on preparation of business plan/project report shall be taught in the class).

**Unit IV: Managerial Aspects of Business** – Managing finance – preparation of operating/cost budget, cash budget; Understanding management of short-term and long-term capital; Human resource planning; Contract management; Understanding marketing methods; Understanding of GST and other Tax compliances.

**Unit V: Managing Growth** – Business growth strategies specific to small enterprises; Enterprise lifecycle and various growth strategies; Business collaboration and outsourcing of resources; Network management, succession planning for sustenance; Managing family business and its conflicts.

**Guru Gobind Singh Indraprastha University, Delhi**  
Bachelor of Business Administration (BBA)

### Course Contents

**Unit I: Introduction** – The Entrepreneur; Definition, Emergence of Entrepreneurial Class; Theories of Entrepreneurship.

**Unit II: Promotion of a Venture** – Opportunity Analysis; External Environmental Analysis Economic, Social and Technological; Competitive factors; Legal requirements of establishment of a new unit and raising of funds; Venture Capital sources and documentation required; Forms of ownership.

**Unit III: Entrepreneurial Behaviour** – Innovation and Entrepreneur; Entrepreneurial Behaviour and Psycho-theories, Social responsibility.

**Entrepreneurial Development Programmes (EDP):** EDP, their Role, Relevance and Achievements; Role of Government in Organizing EDP's Critical Evaluation.

**Unit IV: Role of Entrepreneur** – Role of an Entrepreneur in Economic Growth as an Innovator; Generation of Employment Opportunities; Complimenting and Supplementing Economic Growth; Bringing about Social Stability and Balanced Regional Development of Industries; Role in Export Promotion and Import Substitution; Forex Earnings.

**Guru Gobind Singh Indraprastha University, Delhi**  
Bachelor of Commerce (Hons.)

### Course Contents

**Unit I: Introduction** – The Entrepreneur: Definition, Emergence of Entrepreneurial Class; Theories of Entrepreneurship.

**Unit II: Promotion of a Venture** – Opportunity Analysis; External Environmental Analysis – Economic, Social and Technological; Competitive factors; Legal requirements of establishment of a new unit and Raising of Funds; Venture Capital sources and documentation required, Forms of ownership.

**Unit III: Entrepreneurial Behaviour** – Innovation and Entrepreneur; Entrepreneurial Behaviour and Psycho-theories; Social responsibility.

**Entrepreneurial Development Programmes (EDP)** – EDP, their Role, Relevance and Achievements; Role of Government in Organizing EDP's Critical Evaluation.

**Unit IV: Role of Entrepreneur** – Role of an Entrepreneur in Economic Growth as an Innovator; Generation of Employment Opportunities; Complimenting and Supplementing Economic Growth; Bringing about Social Stability and Balanced Regional Development of Industries; Role in Export Promotion and Import Substitution; Forex Earnings.

### **B.Com., Bangalore University**

#### 5.1 Entrepreneurship Development

### **Course Contents**

**Unit 1: Entrepreneurship** – Introduction; Meaning & Definition of Entrepreneurship, Entrepreneur & Enterprise; Functions of Entrepreneur; Factors influencing Entrepreneurship; Pros and Cons of being an Entrepreneur; Qualities of an Entrepreneur; Types of Entrepreneur.

**Unit 2: Small Scale Industries** – Meaning & Definition; Product Range; Capital Investment; Ownership Patterns; Meaning and importance of Tiny Industries, Ancillary Industries, Cottage Industries; Role played by SSI in the development of Indian Economy; Problems faced by SSI's and the steps taken to solve the problems; Policies Governing SSI's.

**Unit 3: Formation of a Small Scale Industry** – Business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection based on personal competencies; Steps involved in the formation of a small business venture: location, clearances and permits required, formalities, licensing and registration procedure; Assessment of the market for the proposed project – Financial, Technical, Market and Social feasibility study.

**Unit 4: Preparing the Business Plan (BP)** – Meaning, importance, preparation; BP format: Financial aspects of the BP, Marketing aspects of the BP, Human Resource aspects of the BP, Technical aspects of the BP, Social aspects of the BP, Common pitfalls to be avoided in preparation of a BP.

**Unit 5: Project Assistance** – Financial assistance through SFC's, SIDBI, Commercial Banks, IFCI; Non-financial assistance from DIC, SISI, AWAKE, KVIC; Financial incentives for SSI's and Tax Concessions; Assistance for obtaining Raw Material, Machinery, Land and Building and Technical Assistance; Industrial Estates: Role and Types.

### **B.Com. (Hons.) Madras University (Academic Year 2020-21)**

#### CORE 12: Entrepreneurship Development

### **Course Contents**

**Unit I** – Concept of entrepreneurship; definition; traits; types; classification of entrepreneurs; factors influencing entrepreneurship.

**Unit II: Case Study** – Women entrepreneurs; definition; problems; development of women entrepreneurship; rural entrepreneurship; problems; relationship between rural and urban markets; Strategic approaches: Niche strategy; Networking; Geographic concentration.

**Unit III:** Search for business idea; sources of project identification; formalities of setting up a unit; project selection; project formulation; feasibility analysis; project report.

**Unit IV: Business Planning Process** – Meaning of business plan; Business plan process; Advantages of business planning; preparing a model project report for starting a new venture (Team-based project work).

**Unit V:** Entrepreneurial development and relevance; role of government; NGO; SIPCOT, DIC, SIDC, NIESBUD; MSME; TCO; Self employment programmes; SIDO; micro finance; SHG; Venture capital; Venture capital process; Business angles; Government grants and schemes.

**B.Com. General, Madras University (Academic Year 2020-21)**  
Entrepreneurial Development

### Course Contents

**Unit 1: Entrepreneurship** – Entrepreneur : Meaning of entrepreneurship; Types of entrepreneurship traits of entrepreneurship; Factors promoting entrepreneurship; Barriers to entrepreneurship; The entrepreneurial culture; Stages in entrepreneurial process; Women entrepreneurship and economic development; SHG.

**Unit 2: Developing Successful Business Ideas** – Recognizing opportunities; Trend analysis; Generating ideas; Brainstorming, Focus Groups, Surveys, Customer advisory boards, Day in the life research; Encouraging focal point for ideas and creativity at a firm level; Protecting ideas from being lost or stolen; Patents and IPR.

**Unit 3: Opportunity Identification and Evaluation** – Opportunity identification and product/service selection; Generation and screening of the project ideas; Market analysis, Technical analysis, Cost benefit analysis and network analysis; Project formulation; Assessment of project feasibility; Dealing with basic and initial problems of setting up of Enterprises.

**Unit 4: Business Planning Process** – Meaning of business plan; Business plan process; Advantages of business planning; Preparing a model project report for starting a new venture (Team-based project work).

**Unit 5: Funding** – Sources of Finance; Venture capital; Venture capital process; Business angles; Commercial banks; Government Grants and Schemes.

**B.Com. (Hons.), Delhi University**

Semester IV (Skill Enhancement Course), Paper BCH 4.5(a): Entrepreneurship

**Objective:** To understand about entrepreneurship and creative thinking and behaviour or effectiveness at work and in life.

### Course Contents

**Unit I: Introduction** – Meaning, elements, determinants and importance of entrepreneurship and creative behaviour. Entrepreneurship and creative response to the society problems and work.

Dimensions of entrepreneurship, intrapreneurship, technopreneurship, culture entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and so on.

**Unit II: Types of Business Entities** – Entrepreneurship and Micro, Small and Medium Enterprises. Concept of business groups and role of business houses and family business in India; The contemporary role mode Indian business: their values, business philosophy and behavioural orientations; Conflicts in family business and its resolution.

**Unit III: Entrepreneurship Sustainability** – Public and private system of stimulation, support and sustainability of entrepreneurship requirement, availability and access to finance, marketing assistance, technology and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups – the concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

**Unit IV : Business Plan Preparation** – Sources of business ideas and tests of feasibility. Significance of writing the business plan project proposal. Contents of business plan/project proposal. Designing business process location, layout, operation, planning & control; preparation of project report (various aspects project report such as size of investment, nature of product, market potential). Project submission/presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

**Unit V: Small Business Management** – Mobilising resources for start-up. Accommodation and utilities. Preliminary contracts with vendors, Suppliers, bankers, principal customers; Contract management: Basic startup problems.

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- Lucid language makes book closer overview of the concepts.
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**Dr. R.C. Bhatia**, M.A. (Economics), M.Com., Ph.D. and Diploma holder in Secretarial Practice was an Assistant Professor in the Department of Commerce, at Shyam Lal College (Evening), University of Delhi, with a teaching experience of more than 20 years. He has authored more than 20 books and over 10 articles in several magazines, newspapers and UGC Journals. He has held several academic and administrative positions.

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