

**II B.COM: ELECTIVE SUBJECT
SMALL BUSINESS MANAGEMENT – PAPER-1
ECONOMIC DEVELOPMENT AND ENTREPRENEURSHIP**

1. **INTRODUCTION**-Concept of economic development –Concept of sectoral growth-Industrialisation: Approaches to Industrialisation –Role of Small Scale Industries.
2. **ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT**- Indian entrepreneurship: Historical perspectives and recent trends- its role in Industrialisation.
3. **EMERGENCE OF ENTREPRENEURIAL CLASS IN INDIA**-theories of entrepreneurship –Socio-economic environment and the entrepreneurs.
4. **ENTREPRENEURIAL SETTINGS**-General characteristics of entrepreneurs, Leadership-risk taking-decision making-business planning, occupational origins occupation mobility, Entry into Entrepreneurship.
5. **ENTREPRENEURIAL BEHAVIOUR**-Innovation and entrepreneurship-Entrepreneurial behavior-Social responsibility.
6. **ENTREPRENEURSHIP- PREPARATORY STAGES I:** Opportunity analysis selection of product –Ownership structure- location of units and selection of site-Finance.
7. **ENTREPRENEURSHIP- PREPARATORY STAGES II:** Analysis of environment – External environment forces: economic, social, technological, competitive and legal.
8. **ENTREPRENEURIAL DEVELOPMENT PROGRAMMES**-their relevance and achievements; Role of government in organizing such programmes critical evaluation of these programmes. Technical Consultancy Organisations (TCOs), TECSOK.
9. **INDUSTRIAL POLICY AND ENTREPRENEURSHIP DEVELOPMENT** –Role of industrial estates-Role of Central and State Level promotional, service and financial institutions-Role of development Banks.
10. **ENTREPRENEURIAL PERFORMANCE**-Performance evaluation. Criteria, Promotion of units, production and capacity utilization, sales, stability and growth.

REFERENCES:

1. Pickle and Royal Abraham Sen : Small Business Management (John Willey & Sans)
2. Sue Birley : Small Business Care Book- (London, Mac Millan)
3. Sharma, R. A : Entrepreneurial Change in Indian Industry.
4. Yoder & Staadohar : Personnel Management (Delhi Practice Hall)
5. Kotler P : Marketing Management-Analysis Planning and control
6. Sherlekar : Marketing Management (Bombay, Himalaya Pub. House)
7. Littlefield : Management of Office