

This Text Book is useful for Savitribai Phule Pune University and other Universities of well as Competitive Exams.

**Entrepreneurship and Small Business
Management
(GC-401)
S.Y.B.B.A.(Sem. - IV)**

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Preface

It is a matter of great pleasure for us to present this book to our esteemed readers. This book has been designed as standard text on 'Entrepreneurship and Small Business Management' for S.Y.B.B.A.(Sem. - IV).

This book comprehensively covers the entire syllabus of S.Y.B.B.A. (Sem. - IV). Entrepreneurship and Small Business Management Course of Savitribai Phule Pune University effective from 2020 onwards. It has been written to meet the requirements of students of B.B.A. Some of the special features of the book are as follows:

- 1. Full coverage of the revised syllabus of S.Y.B.B.A (Sem. - IV).*
- 2. Chapter outline at the beginning of each chapter to give a bird's eye view of the topics covered in the chapter.*
- 3. Point wise explanation of each topic in the chapter.*
- 4. Topics are logically arranged in numbered paragraphs exactly according to the modified syllabus.*
- 5. Proposed questions at the end of each chapter.*
- 6. Extensive use of diagrams, tables and various forms to give visual view of key concepts and techniques.*
- 7. Conversational, lucid and simple language.*

Every effort has been made to provide the readers with most up-to-date and authentic material on the subject.

We are very grateful to our publisher Mrs. and Mr. Rajesh Patne who have rendered all possible assistance in bringing out this book. We wish to acknowledge our deep gratitude to staff that has assisted and helped us in preparing this book. We will consider our efforts amply rewarded in case the book proves useful to the students and teachers of the subject.

Suggestions of readers are welcome and shall be acknowledged with gratitude.

With best wishes.

Bv Authors

Syllabus

S.Y.B.B.A.(Sem. - IV)

Entrepreneurship and Small Business Management (GC-401)

| Unit No. | Topic |
|----------|--|
| 1 | Entrepreneurial Perspective Concept of Entrepreneur, Manager, Intrapreneur Entrepreneur and Entrepreneurship Meaning, Definition, Evolution. Types of Entrepreneurs, Qualities and Functions of Entrepreneur. Factors influencing Entrepreneurship: Psychological, Social, Economical and Environmental factors. Role of Entrepreneur in growth and development of the small business. Problem of Unemployment and Importance of wealth creation. |
| 2 | Business Opportunity Identification Definition of business, industry & commerce and their interrelationship in today's environment. Opportunity Search: Divergent Thinking Mode: Meaning Objectives Tools and Techniques: Environmental scanning for business opportunity Identification. Opportunity Selection: Convergent Thinking Mode: Meaning, Objectives ,Tools And Techniques: Market Survey |
| 3 | Management of MSMEs and Sick Enterprises Meaning, Objectives and Functions of MSMEs Challenges of MSMEs, Preventing Sickness in Enterprises – Specific Management Problems; Industrial Sickness in India – Symptoms, process and Rehabilitation of Sick Units. -Financial Assistance for Small Enterprise: Institutional: a)Bank Loan b) Angel Funding c) Venture Funding d) Self Employment Schemes of Government of Maharashtra. e) Government Financial Institutions: Khadi and Village Industries Board (KVIB), Rajiv Gandhi UdyamiMitraYojana (RUGMY) f) Prime Minister Employment Generation Programme (PMEGP). |
| 4 | Study of Women-Founded Start-ups in India and Entrepreneur's Biography -UpasanaTaku, Anisha Singh, Sabina Chopra. Azim H. Premji, Ratan Tata, DR. Shiva Nadar. |

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