

Uka Tarsadia University



B.Com (Computer Application)

**Business Environment and Entrepreneurship
Development (030100604)**

6th Semester

Effective from January-2014

Uka Tarsadia University

Business Environment and Entrepreneurship Development (030100604)

B.Com (Computer Application) (Sem.-6) Syllabus, effective from January -2014

Course Objective and Outcome: To acquaint students with various important aspects of the business-environment interface.

Total Hours: 52

[4 hrs. per week]

Unit-1 An Overview of Business Environment

[Weightage 25%]

- 1.1. Meaning of Business Environment
- 1.2. External Environment: Micro and Macro Environment
- 1.3. Nature of Economy
- 1.4. Structure of the Economy
- 1.5. Economic Policies
- 1.6. Economic Condition
- 1.7. Important Factors of Economic Environment
- 1.8. Economic Role of Government

Unit-2 Natural, Technological, Demographic and Societal Environment

[Weightage 25%]

- 2.1. Natural Environment
- 2.2. Technological Environment
- 2.3. Impact of Technology on Globalization
- 2.4. Importance of Demographic Environment
- 2.5. Falling Birthrate and Changing Age Structure
- 2.6. Business and Society
- 2.7. Professionalism
- 2.8. Meaning of Corporate Governance
- 2.9. Reasons for the Growing Demand for Corporate Governance
- 2.10. Importance of Corporate Governance

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Unit-3 Introduction to Entrepreneurship and Women Entrepreneurship

[Weightage 25%]

- 3.1. Concept of Entrepreneurship
- 3.2. Entrepreneurial motivating factors
- 3.3. Entrepreneurship Development Programme- Course Content and Phases of EDP
- 3.4. Difference between Entrepreneur and Manager
- 3.5. Barriers to Entrepreneurship
- 3.6. Concept of Women Entrepreneurs
- 3.7. Growth of Women Entrepreneurship
- 3.8. Problems of Women Entrepreneurs

Unit-4 Rural Entrepreneurship and Small Scale Enterprises

[Weightage 25%]

- 4.1. Meaning Rural Entrepreneurship
- 4.2. Need for Rural Entrepreneurship
- 4.3. Problems of Rural Entrepreneurship
- 4.4. How to develop Rural Entrepreneurship
- 4.5. Small Enterprises: Definition, Characteristics
- 4.6. Opportunities for an Entrepreneurial Carrier
- 4.7. Problem of Small-Scale Industries
- 4.8. Registration process for Small Scale Industry
- 4.9. Whom to approach for various activities while setting up a Small Scale Enterprise

Text Book:

1. Francis Cherunilam. *"Business Environment- Text and Cases"*. Mumbai: Himalaya Publishing House.
2. S.S. Khanka. *"Entrepreneurial Development"*. New Delhi: S. Chand & Company Ltd.