

SYLLABUS

ENTREPRENEURSHIP AND SMALL BUSINESS

Objectives:- The basic objective of this course is to help the learners understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development. It also aims to motivate students to opt for entrepreneurship and self-employment as alternate career options.

UNIT- I

Entrepreneurship- Concept and Theories; Entrepreneur- Meaning and Characteristics: Leadership, Risk taking, Decision making, Motivation, Innovation.

Women Entrepreneurship- Problems Faced, Suggestions, Role of Government to promote Women Entrepreneurship; Socio- economic Environment.

Business Planning; Entrepreneurial Development Programmes- their Relevance and Achievement, Role of Government in Organizing EDPs.

UNIT- II

Small Scale Business-Seed Bed of Entrepreneurship; Business Venture- Its Concept; Setting up a Small Scale Enterprise.

Product Planning and Management; Marketing Management; Growth and Diversification Strategies.

Role of Small Business in the National Economy; Small Business and Modern Technology. Tax Considerations/ Benefits to Small Scale Units; SSI Exemptions.

ABOUT THE AUTHORS

CA Mastan Singh Chambyal is Qualified Chartered Accountant as well as Company Secretary, also did his Post Graduation and Graduation from Punjab University Chandigarh, he had been excellent in academics, he had done various post qualification courses from Institute of Chartered Accountants of India like Certificate course on Forensic Accounting and Fraud detection, Certificate course on valuation, Certificate Course on Valuation. He had been presently elected as executive member of Chandigarh Branch of Northern regional Council of Institute of Chartered Accountants of India. He has been elected as President of Alumni Association of Post Graduate Government College Sector 46 Chandigarh. He had delivering lectures to Employees/ Members/ Students of various organizations like Auditor General of India, Central Detective Training School (police), Income Tax Department, Institute of chartered Accountants of India on various topics on regular basis. He had been Mentoring and guiding Students of Commerce stream, i.e. B.com, CA, CS since last ten years in Chandigarh.

Dr. Jyoti Saluja is most towering author in the contemporary era who has carved her own niche in the field of commerce. She is presently working as head of the department of commerce in Dashmesh Khalsa College, Zirakpur since 2014. Dr. Jyoti has also worked from 2012-14 as assistant professor in commerce in GSSDGS Khalsa College Patiala. She completed her M.Com. in 2006 from Panjab University (Chandigarh) & PGDPM & LW in 2010 & eventually Ph.D. in 2012 from Punjabi University Patiala. She has 3 research papers to her credit. This book further explores the enigmatic myth and concepts of commerce and other inter disciplinary subjects to it very core.