

Internship :- The student could also be required 15 day internship for preparation of a project report with an enterprise involving product /services

M.A./M.Sc/M.Com/LLM FIRST - SEMESTER INTERNSHIP & ENTREPRENEURSHIP SYLLABUS	
Module/Unit & Lecture	Description
Module-1 (Lecture-6)	Entrepreneurship Concept And Significance Entrepreneurship: Definition, Concepts of entrepreneurship development, self Employment, Characteristics of successful entrepreneur.
Module-2 (Lecture-6)	Entrepreneurship Support Institutions And Environment Institution and schemes of Government of India, Financing- Long, medium and short Term loan, Financial Institutions-NABARD, SIDBI, Nationalised banks etc., DIC- Role Schemes and programmes, documentation of loan application, sanction, acceptance, Release of loan.
Module-3 (Lecture-6)	Business Opportunities and Business Planning Market survey and assessment-Demand, Supply and Nature of competition, cost and price of products, selection of enterprise, Identify problem and opportunities, The Project Report.
Module-4 (Lecture-6)	General Management and Finance The fourth stage growth model-Planning, Organizing, executing, controlling resources Both human and material, asset management, business communication, Advertisement, public relation, Finance-Meaning, need of financial management, Type of business finance and management, Financial Planning, importance of budgets.
Module-5 (Lecture-6)	Market Management – Meaning and Concept of marketing, objectives of marketing management, Marketing Plan.

Suggested References

01. Entrepreneur Development, SS Khanna, S Chand & Company Ltd, Ram Nagar New Delhi.
02. Entrepreneur and Entrepreneurship Development and Planning in India, D. N. Mishra, Chugh Publication, Allahabad.
03. Science Tec. Entrepreneur (A BI Monthly Publication) Centre for Entrepreneurship Development M. P. (CEDMAP), 60 Jall road Jhangerbad, Bhopal-

Diakie

[Signature]

[Signature]

[Signature]

[Signature]

46200-2508.

04. Building A Chain of Customers, Richard J Schonberger, The Free Press, New York.

05. Entrepreneurship, Holt, Prentice Hall, New Delhi.

06. Management of Small Scale Industry, Vasant Desai, Himalayan Publishing House, Bombay.

Frankie

Frankie

Frankie

Frankie

Frankie

Frankie

Frankie