# Skill Enhancement Course II

# Entrepreneurship Development and Business Ethics (SEC-2)

**Objective**: The purpose of the paper is to orient the learner toward entrepreneurship as a career option and creative thinking and behavior for effectiveness at work and in life.

# Contents:

**Unit-I: Introduction:**

Meaning, elements, determinants and importance of entrepreneurship and creative behavior; Entrepreneurship and Micro, Small and Medium Enterprises, Role of family business in India; The contemporary role models in Indian business: their values, business philosophy and behavioural orientations; Conflict in family business and its resolution

# Unit-II: Sources of business ideas

Sources of business ideas and tests of feasibility: Significance of writing the business plan/ project proposal; Contents of business plan/ project proposal; Designing business processes, location, layout, operation, planning & control; preparation of project report

# Unit-III: Public and private system of stimulation

Public and private system of stimulation: support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur’s associations and self-help groups, The concept, role and functions of business incubators, angel investors, venture capital and private equity fund

# Mobilizing Resources

Mobilizing Resources: Mobilizing resources for start-up, Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers; Basic start- up problems

# Unit IV: Business Ethics

Meaning - Scope – Types of Ethics – features – Factors influencing Business Ethics – significance of Business Ethics - Arguments for and against business ethics- Basics of business ethics - Corporate Social Responsibility and Business Ethics

Principles of Business Ethics Introduction – Meaning – Element – Ethics, Morale, Business ethics, Ethical dilemma [basic idea, features and significance of each of element]

# Text Books Recommended

1. Entrepreneurship Development and Business Ethics: Mukherjee & Roy, Oxford University Press.
2. Entrepreneurship Development and Business Ethics-Desai V- Himalaya Publishing House- Himalaya Publishing House

# Suggested Readings:

1. Kuratko and Rao, Entrepreneurship: A South Asian Perspective; Ferrell, Fraedrich, Farrell, Business Ethics, Cengage Learning
2. Ferrell, Fraedrich, Farrell, Business Ethics, Cengage
3. Entrepreneurship, R. Saibaba, Kalyani Publishers, New Delhi.
4. Entrepreneurship Develeopment and Business Ethics, Sanjeet Sharma – V.K. Global Pvt. Ltd., New Delhi.
5. SS Khanka, Entrepreneurial Development, S. Chand & Co, Delhi.
6. Rao, V.S.P – Business Entrepreneurship & Management – Vikash Publication
7. Desai, Vasant. Dynamics of Entrepreneurial Development and Management. Mumbai, Himalaya Publishing House.
8. Plsek, Paul E. Creativity, Innovation and Quality(Eastern Economic Edition), New Delhi:Prentice-Hall of India. ISBN-81-203-1690-8.
9. Singh, Nagendra P. Emerging Trends in Entrepreneurship Development. New Delhi: ASEED.
10. Entrepreneurship Development and Business Ethics - M K Nabi, K C Rout, Vrinda Publications (P) Ltd

# Training Requirement for Subjects(7 Days each)

* 1. GST and Financial Markets and E-Commerce
  2. IFRS, IND AS and Computerised Accounting
  3. Data Management and Analytics, Business Mathematics (Only Derivatives and Integration)