

**Paper : (BC 301) : ENTREPRENEURIAL DEVELOPMENT & BUSINESS ETHICS**

Paper: BC301

PPW: 2Hrs

Credits : 2

Max. Marks: 50

Exam Duration: 2Hrs

***Objective:**To have exposure to the entrepreneurial culture, development and business ethics to set up and manage small units.*

**UNIT–I: Entrepreneurship**

Entrepreneur: Evolution-Concept - Functions - Characteristics – Importance of Entrepreneur– Types of Entrepreneurs - Entrepreneurship-Entrepreneurial Competencies- Project: Concept - Classification - Identification - Formulation – Design - Planning and Appraisal - Social Cost-Benefit Analysis – Budget and Planning Financial Analysis &Project Financing -

**UNIT–II:BUSINESS ETHICS:**

Concept of Business Ethics-Moral Values-Utilitarianism and Universalism -Business Standards and Values - Concept of Corporate Social Responsibility

**SUGGESTED READINGS:**

1. Entrepreneurship Development: A.Shankaraiah et al, KalyaniPublishers.
2. Fundamentals of Entrepreneurship: K.K. Patra, Himalaya Publishing House.
3. Entrepreneurship Development:Dr.S.S.Khanka, S.Chand.
4. Entrepreneurship Development: V.Gangadhar et al, Kalyani Publishers.
5. Entrepreneurship Development & Small Business Enterprises: PoornimaCharantimath, Pearson.
6. Entrepreneurship: Robert D. Hisrich, McGraw Hill
7. Entrepreneurship: Arya Kumar, Pearson
8. The Dynamics of Entrepreneurial Development & Management: Vasanth Desai, Himalaya
9. Business Ethics: Chandra Kumar Roy, Prabhat Kumar Roy, Vikas Publishing House Ltd.
- 10.Business Ethics: Sanjeev K. Bansal, Kalyani Publishers.