

Paper II - Entrepreneurship and Small Business Management

Max. Marks. 100

Unit - I

Concept of Entrepreneurship, Role of Entrepreneurship, Types of Entrepreneurship, Entrepreneurship Traits, Entrepreneurship and Manager, Problem of Entrepreneurship.

Unit - II

Entrepreneurship Training and Development, Government Encouragement to Entrepreneurship.

Unit - III

Concept of Small and Medium Enterprises, Role of SMEs, Policies governing small enterprises in India.

Unit - IV

Start up process of small enterprises, organization structure of small scale industries in India, Taxation Benefits and Concessions to small scale industries, problems of small scale industries.

Unit - V

Management of small business enterprises, Role of Financial Institutions and DICs in promoting small business.

### Recommended Books

1. Small Scale Industries and Entrepreneurship Development : C.S. V.  
Vikas Prakashan, Himalaya Publishing House Pvt. Ltd.
2. Developing Entrepreneurship : Pareek and Rao.
3. Entrepreneurship Development : Bhansali, HPB
4. Fundamentals of Entrepreneurship : G.S. Sudha, RBD, Jaipur.
5. Fundamentals of Entrepreneurship and Small business management :  
Drevasant Desai, Himalaya Publishing House Pvt. Ltd.
6. Fundamental of Entrepreneurship : Dr. K.K. Patna, Himalaya  
Publishing House Pvt. Ltd.
7. Entrepreneurship Development : G.S. Sudha, RBD, Jaipur.
8. A Practical Guide to Industrial Entrepreneurship : S. B. Srivastava,  
Sultan Chand and Sons.
9. A Practical Guide to Industrial Entrepreneurship : Rajpurohit, Vyas  
and Sharma, Ajmer Book Company, Jaipur.

(1) EAFM

## B.COM PART - I

3.

### **Paper I : Business Economics**

Time : 3 hours.

Min. Marks : 36

Max. Marks : 100

- Unit-I Introduction to Business Economics : Definition, Meaning, Nature and scope of Business Economics, Business Economics and Economic Theory, Business Economics and Decision Sciences- The Nature & Process of Business Decision Making, The type of Business decision; Market Coordination V/s Business Coordination.
- Unit-II Consumer Behaviour : Cardinal Utility Analysis- Critical evaluation of Marshall's cardinal Utility Analysis- Indifference curve approach, Marginal Rate of Substitution Relationship between MRS and Marginal Utility, Budget line and Consumer Equilibrium; Price, Income and Substitution effect; Price-Demand Relationship.
- Unit-III Production Function – Types of production functions, laws of returns and returns to scale, law of variable proportions, isoquant curves, expansion path. Revenue and Cost Analysis : Revenue Analysis, total revenue, marginal revenue and average revenue, elasticity and its relationship with revenue curves. Various concepts of cost, short and long run cost curves.
- Unit-IV Market Analysis : Price and output determination under perfect competition, Monopoly, Discriminating Monopoly, Imperfect Competition and Oligopoly, Non-Price Competition : Advertising Expenditure.
- Unit-V Factor Pricing: Determination of Rent, Wages, Interest and Profit. Marginal Productivity theory of Distribution. Business Cycles-Theories and Phases. Measures to check business cycles, Relationship between National Income and Economic welfare.

#### **Books Recommended:**

1. D.M. Mithani : Fundamentals of business and managerial economics, Himalaya Publishing House.
2. Mote and Paul and Gupta : Managerial Economics, TATA McGraw Hill, New Delhi.
3. Abiga, H.L. : Managerial Economics, S. Chand & Company Ltd., New Delhi.
4. N.D. Mathur : Business Economics, Shivam Book House (P) Limited Jaipur.

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