

DEPARTMENT OF MANAGEMENT

Semester	Paper Name	Paper code
CBCS 4th Sem	Entrepreneurship	COM-SEC-HC-305A(A)
CBCS 5th Sem	Entrepreneurship	COM-SEC-RC-5024(A)
CBCS 6th Sem	Personal Selling and Salesmanship	COM-SEC-RC-6034(A)

COM-SEC-HC-3054 (A): Entrepreneurship

Marks: 100

Credit: 4

Lectures: 50

Objective: The purpose of the paper is to orient the learner toward entrepreneurship as a career option and creative thinking and behavior.

Contents:

Unit 1: Introduction

Meaning, elements, determinants and importance of entrepreneurship and creative behavior; Entrepreneurship and creative response to the society's problems and at work; Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and social entrepreneurship (10 Lectures)

Unit 2: Entrepreneurship and Micro, Small and Medium Enterprises

Concept of business groups and role of business houses and 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 (10 Lectures)

Unit 3: 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. (10 Lectures)

Unit 4: 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 (various aspects of the project report such as size of investment, nature of product, market potential may be covered); Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions (10 Lectures)

Unit 5: Mobilising Resources

(10 Lectures)

Mobilising resources for start-up. Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems

Suggested Readings:

1. Kuratko and Rao, *Entrepreneurship: A South Asian Perspective*, Cengage Learning.
2. Robert Hisrich, Michael Peters, Dean Shepherd, *Entrepreneurship*, McGraw-Hill Education
3. Desai, Vasant. *Dynamics of Entrepreneurial Development and Management*. Mumbai, Himalaya Publishing House.
4. Dollinger, Marc J. *Entrepreneurship: Strategies and Resources*. Illinois, Irwin.
5. Holt, David H. *Entrepreneurship: New Venture Creation*, Prentice-Hall of India, New Delhi.
6. Plsek, Paul E. *Creativity, Innovation and Quality*. (Eastern Economic Edition), New Delhi: Prentice-Hall of India. ISBN-81-203-1690-8.
7. Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi: ASEED.
8. SS Khanka, *Entrepreneurial Development*, S. Chand & Co, Delhi.
9. K Ramachandran, *Entrepreneurship Development*, McGraw-Hill Education
10. SIDBI Reports on Small Scale Industries Sector.

Note: Latest edition of text books may be used.

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Concept of business groups and role of business houses and 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

(10 Lectures)

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(10 Lectures)

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4. Dollinger, Marc J. *Entrepreneurship: Strategies and Resources*, Illinois, Irwin.
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9. K Ramachandran, *Entrepreneurship Development*, McGraw-Hill Education
10. SIDBI Reports on Small Scale Industries Sector.

Note: Latest edition of text books may be used.

COM-SEC-RC-5024(B): Event Management

Marks: 100

Credit: 4

Lectures: 50

OBJECTIVE: To provide students with a conceptual framework of Event Management and understand the basics of managing different types of events.

Unit 1: Introduction to Event Management:

Lecture 10

Event – Meaning, Concept & Characteristics; Event Management – Meaning, Definition & Concept; Planned & Unplanned Events; Why Event Management; Event Studies and Event Management; Scope and Types of Events; Events and other professional fields; Outcomes & Impacts of Events & Event Management; Event Manager – functions, qualities and qualifications; Event Associations – need & status, EEMA, ICPB, Indian Exhibition Industry Association, International Festivals & Events association, International Live Events Association; Event Tourism and its significance.



COM-SEC-RC-6034(A): Personal Selling and Salesmanship

Marks: 100

Credit: 4

Lectures: 50

Objective: The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process. They will be able to understand selling as a career and what it takes to be a successful salesman.

Unit I:

Introduction to Personal Selling: Nature and importance of personal selling, myths of selling, Difference between Personal Selling, Salesmanship and Sales Management, Characteristics of a good salesman, types of selling situations, types of salespersons, Career opportunities in selling, Measures for making selling an attractive career. **(12 Lectures)**

Unit- II

Buying Motives: Concept of motivation, Maslow's theory of need hierarchy; Dynamic nature of motivation; Buying motives and their uses in personal selling **(13 lectures)**

Unit- III

Selling Process: Prospecting and qualifying; Pre-approach; Approach; Presentation and demonstration; handling of objections; Closing the sale; Post sales activities. **(12 lectures)**

Unit- IV

Sales Reports: reports and documents; sales manual, Order Book, Cash Memo; Tour Diary, Daily and Periodical Reports; Ethical aspects of Selling **(13 lectures)**

Suggested Readings:

1. Spiro, Stanton, and Rich, *Management of the Sales force*, McGraw Hill.
2. Russell, F. A. Beach and Richard H. Buskirk, *Selling: Principles and Practices*, McGraw Hill
3. Futrell, Charles, *Sales Management: Behaviour, Practices and Cases*, The Dryden Press.
4. Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni, *Sales Management: Decision Strategies and Cases*, Prentice Hall of India Ltd., New Delhi,
5. Johnson, Kurtz and Schueing, *Sales Management*, McGraw Hill
6. Pedesson, Charles A. Wright, Milburn d. And Weitz, Barton A., *Selling: Principles and Methods*, Richard, Irvin
7. Kapoor Neeru, *Advertising and personal Selling*, Pinnacle, New Delhi.

CBCS - 3rd Sem

	Roll No.	NAME	Marks of
	1	SCAHIN DAS	
	2	BINOY DAS	
	3	PRODYUT CHAKRABORTY	
	5	PRIYANGSHU DAS	
	6	MONOJ SAHA	
	7	SHRUTI SARKAR	
	8	SMITA DEY	
	9	ARNAV ACHARJEE	
	10	AMIT KUMAR ACHARJEE	
	12	RINGJANADI KHEMPRAI	
	13	RIMPA SEAL	
	14	SUBARNA PAUL	
	15	JUTI MEDHI	
	16	RAJDEEP BHOWMICK	
	17	GAURAV KATELA	
	18	RAHUL MALAKAR	
	19	DEVIPRIYA MAJUMDER	
✓	20	DEBASISH SAIKIA	
✓	21	BIJOY CHOWDHURY	
	22	SOURAV KARMAKAR	
✓	23	SUVANKAR KURI	
	24	TITASH CHAKRABORTY	
✓	25	ANU BARUA	
✓	26	SUSMITA DAS	
	27	PAMMI PRASAD HARIJAN	
	28	ANURAG MATHULY	
✓	29	SAPTADIPA DUTTA	
	30	KUSUM KARMAKAR	
✓	31	RAJ MAJUMDER	
✓	32	ANAMIKA DAS	
✓	33	SOSHRING THOUSEN	
	34	BISHNU SAHA	
	35	KRISHANU PAUL	

CBCS 3rd Sem

	Roll No.	NAME	Marks of
	36	PRITAM DEY	
	37	ANKUSH DEB	
	38	BINEET MALAKAR	
	39	KANCHAN DEY	
✓	40	RAJ MAJUMDER	
	43	PAYAL DAS	
	44	B KRISHNA RAO	
✓	45	URMILA SONAR	
	46	PRIYANKA HAZARIKA	
	48	ABHAY KUMAR	
✓	49	PUJA CHANDA	
	50	RINGBOJAY KARIGAPSA	
	51	ARUP DEY	
	52	SHOUVIK DAS	
✓	53	AYAN ROY	
✓	54	DIPANITA PAUL	
	57	SUBHAJIT MAJUMDER	
✓	58	DEEPIYOTI SARMA	
✓	59	SUBHAM LODH	
	60	PRAPTI DEY	
✓	61	UJJAL KUMAR DAS	
	62	SRUTI TELEGU	
✓	63	DIYA MALAKAR	
✓	64	AMAN VERMA	
	65	B RAMESH	
✓	66	BARİ YASH	
✓	67	NIKITA CHACHRA	
	68	SHUVAJIT DAS	
✓	69	PUSPA NEWAR	
✓	72	RAHUL SONAR	
	73	RAJ BASFORE	
56	Dipankar Ghose		
71	Subham Saha		

CBCS-V and VI sem

Roll No.

NAME

34

RAJDEEP DUTTA ✓

~~75~~

SABITA RANI DAS ✓

~~76~~

MAMON DAS ✓

78

RAJDIP GHOSH ✓

66

Kartick Das ✓

12/10/23

23

Sourav Chakrabarty



LUMDING, HOJAI, ASSAM 782447

PROJECT REPORT

Subject:- Personal selling

**TOPIC:- The impact of personal selling on
the sales volume of an organization**

Submitted By:-

NAME:- SABITA RANI DAS

CLASS ROLL NO:- 75

GU ROLL NO:- UC-211-304-0070

REG NO:- 21037844

CLASS:- B.COM 6TH SEM

STREAM:- COMMERCE

**Guided by
MR. NAKUL PAUL**

Signature of the Student

Date:-

OBJECTIVES

1. To Study the meaning. Types. The Impact of personal Selling on the Sales volume of an organisation.
2. To Study the theories or entrepreneurship & Characteristics of entrepreneurship.
3. To Study the Social Responsibility of entrepreneurship.

EXAMINER'S CERTIFICATION

The project of
Sabita Rani Das
titled

"Discuss the fundamental of
becoming an personal selling.

Is approved and is acceptable
in quantity and form.

Internal Examiner,	External Examiner
(Name of Designation)	(Name and Signature)

ACKNOWLEDGEMENT

This project^o discuss the personal selling on the sales volume of an organisation. Is a result of my strenuous effort and hard work with enormous support of many people, for which I gratefully acknowledge their support they have done for me.

I would like to thank our boss without his guide, this cannot be done and completed. He gave us true support and guidance.

Finally, I would like to thank my classmates who have support me to complete this project. we also hope that the knowledge we gain can be used for our future.

Place - Lumbini, B.S.M., Sabita Rani Das

Date -

UNIVERSITY LEARNING CENTER CERTIFICATE

This is to state that the project report entitled "Discuss the personal selling on the sales volume of an organisation", submitted in partial fulfillment of the requirement for the Bachelors Degree in Commerce, B.Com at Orissa Sahakar University, Orissa.

Subita Rani Das has worked under my supervision and guidance, and on part of this report has been submitted for the award of my three degree, diploma or any other similar titles or prizes and that the work has not been published in any journals or magazines.

Certified by:-
(Gauri's name & signature)

ABSTRACT

This project title "Discuss the impact of personal selling on volume of an organisation", is prepared to Sobita in partial fulfillment of the requirements for the Bachelor Degree in Commerce (B.Com) to Guwahati University.

For this above mentioned project, I have thoroughly studied the fundamentals of becoming an personal selling the art of starting a business, and basically a startup company offering creative product, process or service.

project work is very important of education, which provides students an opportunity to expand their practical knowledge.

This project work gives me lots of knowledge and experience which will help me in future life.

LUMDING COLLEGE PROJECT REPORT

**TOPIC : ENTREPRENEURSHIP AS
A VIABLE LONG TERM SOLUTION
TO UNEMPLOYMENT.**

SUBMITTED BY :

NAME : MAMON DAS

CLASS : B.COM 5TH SEMESTER

ROLL NO : 76

GU ROLL NO : UC-221-304-0067

SUBJECT : ENTREPRENEURSHIP

authentic

**GUIDED BY :-
PROF. NAKUL PAUL**

UNIVERSITY LEARNING

CENTER CERTIFICATE

This is to study that the project report entitled "Discuss The Entrepreneurship - a viable long term solution to unemployment" submitted in partial fulfillment of the requirement for the Bachelor Degree in Commerce. B.Com to Orawahati University, Orawahati.

Mamun Das has worked under my supervision and guidance, and no part of this report has been submitted for the award of any other degree, diploma or any other similar titles or prizes and that the work has not been published in any journals or magazines.

EXAMINER'S

CERTIFICATION

The project of
Mamon Das
Titled

"Discuss The entrepreneurship
A viable long term solution to un-
employment)"
IS Approved and is acceptable
in quantity and form

Internal Examiner
(Name and designation)

External Examiner
(Name and signature)

ABSTRACT

This project titled "Entrepreneurship available long term solution to an employment" is prepared to submit in partial fulfillment of the requirement for the Bachelor Degree in Commerce (B.Com) to Ozuwathi University. For this above mentioned project, I have thoroughly studied the fundamentals of becoming in entrepreneurship. Entrepreneurship is the art of starting a business, and basically a startup company offering creative products, process or service.

Project work is very important of education which provides students an opportunity to expand their practical knowledge.

This project work gives me lots of knowledge and experiences which will help me in life.

ACKNOWLEDGEMENT

This project "Entrepreneurship a viable long term solution to unemployment" is a result of my strenuous effort and hard work with enormous support of many people, for which I gratefully acknowledge their support they have done for me.

I would like to thank our lecturer because without his guid, this cannot be done and completed. He gave us full support and guidance.

Finally, I would like to thank my Classmates who have ~~support me to complete~~ this project. we also hope that the knowledge we gain can be used for our future.

OBJECTIVES

1. To study the meaning, types, functions, process of becoming an entrepreneurship in details.
2. To study the theories of entrepreneurship characteristics of entrepreneurs.
3. To study the social responsibility of entrepreneurs.

LUMDING COLLEGE



**LUMDING : HOJAI : ASSAM
2023-2024
PROJECT WORK
ON
ENTREPRENEURSHIP**

**TOPIC :- EXPLORING ENTREPRENEURSHIP AS
A VIABLE LONG TERM SOLUTION TO
UNEMPLOYMENT**

SUBMITTED BY:-

**NAME:-SHUVAJIT DAS
CLASS:-B.COM 3RD SEM
CLASS ROLL NO:-68
GU ROLL NO:-UC-221-304-0038
REG NO:-22022522**

Shuvajit

ACKNOWLEDGEMENT

I would like to thank my
Entrepreneurship teacher

Mr. Nakul Sir for the valuable
guidance has been that
helped me patch this project
and make it full proof success.
His suggestions and instructions
have served as the major
contribution towards the completion
of the project.

UNIVERSITY LEARNING CENTER CERTIFICATE

This is to study that the project report entitled,
"Entrepreneurship as a solution to the
unemployment problem". submitted in partial
fulfillment of the requirement for the Bachelor
Degree in Commerce B.Com to Gauhati University,
Gauhati.

Shreyaji Das has worked under my supervision
and guidance, and no part of this report has been
submitted for the award of any other degree,
diploma or any other similar titles or prizes and
that the work has not been published in any
Journals or magazines.

Certified by:-

(Guide's name & signature)

EXAMINER'S CERTIFICATION

The project of
Shuvajit Das
Titled:

"Entrepreneurship as a solution to the
unemployment problem"

Is Approved and is acceptable
in quantity and form.

Internal examiner
(Name and Designation)

External examiner
(Name and Designation)

DECLARATION

I hereby declare that the project report
entitled "Entrepreneurship as a solution to the
unemployment problem"

Submitted in partial fulfillment for the
Bachelor degree in Commerce - Honours

To,

Gauhati university, India in any original work
and not submitted for the award of any other
degree, diploma, fellowship or similar title or prizes.

Place - Lumding, Assam

Date - 15.9.2023

Shuvajit Das

B.Com 3rd sem (Hons)

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