

E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.

(An Autonomous Institution – Affiliated to Madurai Kamaraj University)

Re-accredited (**3rd Cycle**) with Grade **A+** & **CGPA 3.51** by NAAC

DEPARTMENT OF COMMERCE



CBCS SYLLABUS

BACHELOR OF COMMERCE

PROGRAMME CODE - C

COURSE STRUCTURE

(w.e.f. 2021 – 2022 Batch onwards)

E.M.G.YADAVA WOMEN'S COLLEGE, MADURAI-14

(An Autonomous Institution – Affiliated to Madurai Kamaraj University)

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(w.e.f. 2021 – 2022 Onwards)

COURSE STRUCTURE – SEMESTER WISE

Sem	Part	Sub Code	Title of the Paper	Teaching hrs per week	Exam Duration (hrs)	Marks Allotted			Credits
						CIA	SE	Total	
I	I	211C1	Business Correspondence	6	3	25	75	100	3
	II	212E1	English	6	3	25	75	100	3
	III	21C11	Core-Marketing	5	3	25	75	100	4
	III	21C12	Core -Financial Accounting-I	6	3	25	75	100	5
	III	21AC1	Allied –I Computer Fundamentals	5	3	25	75	100	4
	IV	21NMC1	NME: Basic Accounting	2	3	25	75	100	2
II	I	211C2	Principles of Management	6	3	25	75	100	3
	II	212E2	English	6	3	25	75	100	3
	III	21C21	Core -Advertising and Salesmanship	5	3	25	75	100	4
	III	21C22	Core -Financial Accounting-II	6	3	25	75	100	5
	III	21AC2	Allied –II Business Economics	5	3	25	75	100	4
	IV	21NMC2	NME: Entrepreneurship Development	2	3	25	75	100	2
III	III	21C31	Core -Business Environment	5	3	25	75	100	4
	III	21C32	Core - Insurance	5	3	25	75	100	4
	III	21C33	Core - Advanced Accountancy	6	3	25	75	100	4
	III	21C34	Core - Costing	6	3	25	75	100	4
	III	21AC3	Allied –III Business Statistics	6	3	25	75	100	5
	IV	21SEC3P	SBE : Commerce Practical	2	3	40	60	100	2
IV	III	21C41	Core -Entrepreneurship Development	5	3	25	75	100	4
	III	21C42	Core - Auditing	5	3	25	75	100	4
	III	21C43	Core -Banking	5	3	25	75	100	4
	III	21C44	Core - Partnership Accounts	5	3	25	75	100	4

	III	21AC4	Allied –IV Business Mathematics	6	3	25	75	100	5
	IV	21SEC41	SBE : Financial Markets & Services	2	3	25	75	100	2
	IV	21SEC4P	SBE : MS Office Practical	2	3	40	60	100	2
V	III	21C51	Core - Corporate Accounting	6	3	25	75	100	5
	III	21C52	Core - Commercial Law	5	3	25	75	100	4
	III	21C53	Core - Income Tax - I	5	3	25	75	100	4
	III		Elective-I	5	3	25	75	100	4
	III		Elective – II	5	3	40	60	100	4
	IV	21SEC51	SBE : General Knowledge	2	3	25	75	100	2
	IV	214EV5	Environmental Studies	2	3	25	75	100	2
VI	III	21C61	Core - Special Accounts	6	3	25	75	100	5
	III	21C62	Core – Industrial Law	6	3	25	75	100	4
	III	21C63	Core - Income Tax –II	6	3	25	75	100	5
	III		Elective – III	6	3	25	75	100	4
	IV	21SEC61	SBE : Soft Skills for Job Seekers	2	3	25	75	100	2
	IV	21SEC62	SBE: Quantitative Aptitude & Reasoning Skill	2	3	25	75	100	2
	IV	214VE6	Value Education	2	3	25	75	100	2
	V	215NS4/ 215PE4	Extension Activities: NSS/Physical Education	-	3	25	75	100	1
			Total	180					140

Electives:**Semester – V****Elective I & II(Choose any two)**

Management Accounting	-	21CE5A
Human Resource Management	-	21CE5B
Tally Lab	-	21CE5P
E-Commerce	-	21CE5C

Semester – VI**Elective III (Choose any one)**

Financial Management	-	21CE6A
Services Marketing	-	21CE6B

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Title of the paper	:	PART-I Business Correspondence	
Semester	:	I	Contacts hours : 6
Subject Code	:	211C1	Credits : 3

Objectives:

1. To develop business communication skills.
2. To acquaint the students with modern communication devices.

Unit: I - Forms of Business Letters: Intended form, Hanging intended form, Full block form, Semi block form- Structure – Letter Head, Date, Inside address, Attention line, Salutation, Subject and Reference, Body of the Letter, Complementary close, Signature, Enclosure -Essential Parts of a Business Letter-Qualities of a Good Business Letter.

Application letter: Forms of Application Letters-Solicited and Unsolicited letters-Bio-data-Advertisements, Interview letters, References, Testimonials - Appointment letter-Letter of Status Enquiry-Favourable Reply, Unfavourable Reply and Non-committal Reply.

Unit: II - Trade Enquiries: Points to be remembered for Enquiry Letters-Offers and Quotations-Terms used in Offers and Quotations - Letters of Offers and Quotations-

Trade Orders: Contents of an order letter-Hints for Drafting order letters.

Compliant letters: Characteristics- Occasions for writing Complaint Letters: Delay in Delivery, Inferior Quality, Misbehaviour of Staff and Wrong Despatch- Regret Letter - Adjustment Letters: Points to be noted for Adjustment Letters.

Unit: III - Letter of Credit - Collection Letters: Features-Collection remainders (first, second, third, fourth letters) -Circular Letters: Situations for writing letters – Opening of a new business, Letter of Admission of a Partner, Retirement of a Partner, Death of a partner, Change of Address, Clearance Sales - Letters relating to Import and Export:

Procedure for Import – Letters in Import trade – Procedure for Export -Letters in Export trade.

Unit: IV - Banking Correspondence: Types of Banking Correspondence – Letters from the Customers to the Banker and Replies, Letters from the Banker to the Customers, Letters between the Branch and Head office.

Insurance Correspondence: Life Insurance – Kinds of life policies – Procedure to take out a life policy – Life Insurance Correspondence. **Fire Insurance:** Procedure for taking out a policy – Procedure for making claim and settlement – Letters in fire insurance. **Marine Insurance:** Kinds of marine policies-Settlement of claims-Letters in marine insurance.

Unit: V - Report Writing: Meaning – Characteristics of Good Report – Types - Agent Report, Committee’s Report , Press Report , Market Report (Theory only).

Electronic Communication: Email – Advantages – Contents – Characteristics of an effective Email – Drafting of Email – Fax – Drafting of Fax Message – Meaning of Voice Mail – Short Message Service – Video Conferencing – Importance of Video Conferencing.

Text Books:

1. R.S.N.Pillai, Bagavathi.S ,*Modern Commercial Correspondence*, Sultan Chand & Co, New Delhi, 2017.
2. Rajendra Pal, J.S.Korlanhalli , *Essentials of Business Communication*, Sultan Chand & Sons 2017, New Delhi.

Reference Books:

1. Juneja. OMP, Aarathi Mujumdar, *Business Communication*, Orient Black Swan, Hyderabad, 2017.
2. Raghunathan.N.S, Santhanam.B, *Business Communication*, Margham Publication, Chennai, 2017.
3. SharmaKrishnamohan.R.C, *Business Correspondence & Report Writing*, Tata McGraw Hill Education Private Ltd, New Delhi, 2017.

4. Urmila Rai,S.M.Rai, *Business Communication*, Himalaya Publishing House, Mumbai, 2017.
5. Vikas Arora, Sheetal Khanka, Pallavi Thakur, *Business Communication*, Global Vision Publishing House, New Delhi, 2017.

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Title of the Paper	:	CORE-Marketing	
Semester	:	I	Contact hours: 5
Sub Code	:	21C11	Credits: 4

Objectives:

1. To understand the concept, principles and functions of Marketing
2. To enable the students to learn the role of various functionaries in the field of marketing.

Unit: I - Marketing: Meaning-Objectives & Importance of marketing-Modern marketing concept- Marketing Mix (4 PS'). **Marketing Functions:** Buying - Elements- Methods. Selling - Elements - Assembling - Advantages – Problems.

Unit: II : Product and Pricing: Meaning of product - Features - Classification of Products -Product life cycle-New Product Planning and Development Process. Pricing: Meaning - Kinds of Prices- Factors influencing the pricing

Unit: III: Standardization, Grading and Warehousing: Standardization : Meaning – Importance - Types of standard – Benefits. Grading: Meaning – Branding - Labeling & Packaging– Advantages – Functions.

Storage & Warehouses: Advantages of storage- Types of warehouses.

Unit: IV - Promotion & Physical Distribution: Promotion: Objectives – Importance. Physical Distribution : Functions –Classification of Channels - Factors to be considered in Channel Selection.

Unit: V: Recent trends in Marketing: E-Marketing - Online Marketing - Multi level Marketing – Meaning, Merits & Demerits – Mobile Marketing - Uses– Concept of Green Marketing.

Text Book:

Pillai.R.S.N & Bagavathi.V, *Modern Marketing Principles and Practices*, Sultan & Sons, New Delhi, 2019.

Reference Books:

1. Chunawalla.S.A, *Marketing Principles and Practice*, Himalaya Publishing House,Mumbai, 2013.
2. Karthiresan.S, Radha.V, *Marketing*, Prassanna Publishers, Chennai, 2012.
3. Natarajan.L, *Marketing Management*, Margham Publications, Chennai, 2017.
4. Rajan Nair.N, Sanjith Nair.R, *Marketing*, Sultan Chand & Sons, New Delhi, 2012.
5. Rajenran, Maheswari.P, *Principles of Marketing*,International Book House Pvt Ltd, New Delhi ,2012.

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Title of the Paper	:	CORE-Financial Accounting-I	
Semester	:	I	Contact hours: 6
Sub Code	:	21C12	Credits : 5

Objectives:

1. To provide a thorough knowledge of the fundamental concepts in Financial Accounting.
2. To train the students to ascertain and reveal the net result of the operations of a business.

Unit: I -Concepts and Conventions of Final Accounts: – Journal, Ledger, Trial Balance - Final Accounts of Sole Trading Concern- Trading, Profit and Loss Account and Balance Sheet.

Unit : II - Rectification of Errors: Classification – Errors of omission - Errors of Commission - Errors of Principle – Compensating Errors –Suspense Account.

Bank Reconciliation Statement: Meaning- Causes for Differences – Preparation of Bank Reconciliation Statement.

Unit: III - Final Accounts of Non Profit Organisation: Receipts and Payments Account – Income and Expenditure Account- Balance Sheet.

Unit: IV - Depreciation: Meaning - Causes – Objectives- Methods - Straight Line Method – Diminishing Balance Method - Annuity Method- Sinking Fund Method – Depletion method.

Unit: V -Bill of Exchange: Meaning - Advantages – Kinds of Bills – Distinction between Bill of Exchange and Promissory Note – Recording Bill Transaction in Journal: Endorsement – Discounting – Bill sent for collection -Retiring of Bill – Dishonour of Bill – Renewal of Bill – Insolvency of Acceptor – Accommodation Bill.

Text Book:

Reddy.T.S, Murthy.A, *Advanced Accountancy*, Margham Publications, Chennai, 2018

Reference Books:

1. Arulanandam.M.A & Raman.K.S, *Advanced Accounts*, Himalaya Publishing House, Mumbai , 2012.
2. Gupta.R.L and Radhaswamy.M, *Advanced Accountancy*, Sultan Chand & Sons, New Delhi, 2010.
3. Jain .S.P & Narang .K.L , *Advanced Accounting* , Kalyani Publishers, New Delhi, 2012.
4. Pillai R.S.N & V.Bagavathy , *Fundamentals of Advanced Accounting*, S.Chand & Co, New Delhi, 2013.
5. Shukla. M.C. & Grewal.T.S ,Gupta.S.C, *Advanced Accounts -I* , S.Chand & Sons, New Delhi, 2011.

Note: The question paper should cover 80% problems and 20% theory.

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Title of the Paper	:	ALLIED I - Computer Fundamentals	
Semester	:	I	Contact hours :5
Sub Code	:	21AC1	Credits :4

Objectives:

1. To give basic knowledge about parts of computers and their functions.
2. To infer the basic concepts of Compute Network.

Unit: I - Introduction to Computer: Introduction – Importance - Characteristics of computer - Uses of Computers. Classification of Computers: Microcomputers- Minicomputer - Mainframes - Supercomputer - Network Computers. Five Generations of Modern Computer: First Generation Computer-second Generation Computer-Third Generation Computer-Fourth Generation Computer-Fifth Generation Computer.

Unit: II - Number System: Decimal Number System – Binary Number System – Octal Number System - Hexadecimal Number System.

Unit: III - CPU and Memory: Introduction - Central Processing Unit(CPU) – Memory – Random Access Memory (RAM) - Read Only Memory(ROM). Storage Devices: Magnetic Tape: Quarter inch Cartridge (QIC) Tapes, 8mm Helical Scan Tapes & DAT Cartridge. Optical Disk: CD-ROM, CD-R,CD-RW,DVD,DVD-R & DVD-RW,DVD+R & DVD+RW, Combo Drives – Basic Anti Virus concepts.

Unit: IV - Input Devices: Keyboard - Mouse- Trackball - Scanner - Bar Code Reader- Card Reader-Webcam - Digital Camera-Video Camera (Camcorder) - Optical Character Reading(OCR)- Optical Mark Recognition(OMR), Magnetic Ink Character Recognition (MICR). **Output Devices:** Monitor, Printer, Plotter, Multimedia Projector, Sound cards and Speakers.

Unit: V - Computer Networks: Introduction - Types of Networks: LAN, WAN. Network Topology: Star, Ring, Bus, Tree. Network Protocols – Network Architecture.

Text Book:

Alexis Leon & Mathews Leon, *Fundamentals of Information Technology*, Second Edition, Leon VIKAS Publishing House Pvt Ltd, Chennai, 2017.

Reference Books:

1. Amitesh Goswami, *Computer Fundamentals and Programming*, Wisdom Press, New Delhi, 2015.
2. Balagurusamy.E, *Computer Fundamentals*, Mc Graw Hill Pvt Ltd, New Delhi, 2015.
3. James,A OBrien , *Introduction to Information System*, Tata McGraw Hill Publishing Co, New Delhi, 2015.
4. Puri.Y.P and Vipin Puri, *Computer Information Technology*, Prentice Hall of India, India,2015.
5. Rajaraman.V, *Computer Fundamentals*, PHI Pvt Ltd, New Delhi 2017.

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Title of the Paper	:	NME-Basic Accounting	
Semester	:	I	Contact hours: 3
Sub Code	:	21NMC1	Credits: 2

Objectives:

1. To understand the basics of Accounting
2. To familiarize with the principles of book keeping.

Unit: I - Accounting: Meaning, Concepts and Conventions - Double entry system- Rules for journal- Journal entries.

Unit: II - Subsidiary books: Purchase book – Sales book – Purchase returns book – Sales returns book.

Unit: III - Cash Book: Petty cash book.

Unit: IV - Ledger, Trial Balance

Unit: V - Final Accounts of Sole Traders: Adjustments, (Closing Stock, Depreciation, Baddebts, Provision for doubtful debts - Prepaid Expenses only).

Text Book:

Mani.P.L, NagarajanK.L & Vinayagam.N, *Principles of Accountancy*,

Sultan Chand & Sons, New Delhi, 2014.

Reference Books:

1. Arulanandam.M.A & Raman.K.S, *Advanced Accounts*, Himalaya Publishing house, Mumbai , 2015.

2. Gupta.R.L and Radhaswamy.M, *Advanced Accountancy*, Sultan Chand & Sons, New Delhi, 2015.
3. Jain .S.P & Narang .K.L, *Advanced Accounting* , Kalyani Publishers, New Delhi, 2017.
4. Pillai R.S.N & V.Bagavathy , *Fundamentals of Advanced Accounting* , S.chand & co, New Delhi, 2015.
5. Shukla. M.C. & Grewal.T.S ,Gupta.S.C, *Advanced Accounts I* , S.Chand & Sons, New Delhi, 2017.

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Title of the Paper :	PART-I Principles of Management	
Semester :	II	Contact hours: 5
Sub Code :	211C2	Credits : 3

Objectives:

1. To help the students to know the evolution of management thought.
2. To understand the principles and practice of business management.

Unit: I - Management: Meaning -Characteristics -Functions-Importance- Contributions for Management thought- Henry Fayol, Principles of Management- F.W.Taylor , Principles of Scientific Management –Contribution of Peter F.Drucker.

Unit: II - Planning: Meaning- Characteristics -Objectives-Importance –Steps in Planning-Types- Obstacles of effective Planning.

Decision Making: Elements- Decision Making process – Management By Objectives(MBO) and Management By Exception(MBE).

Unit: III - Organising: Meaning- Functions –Principle of Organisation-Types of Organisation-Formal and Informal.

Delegation and Decentralisation: Delegation - Meaning-Importance-Elements-Principles-Types- Decentralisation-Meaning-Advantages.

Unit: IV - Staffing: Elements--Functions-Process of staffing. **Recruitment :** Sources of Recruitment. **Selection:** Stages of Selection- Kinds of interview.

Training: Types of Training-On the Job Training- Off the Job Training-
Motivation: Theories of Motivation -X Theory, Y Theory and Z Theory - Maslow's Hierarchy of needs.

Unit: V - Leadership: Qualities of a Good Leader –Functions - Types. **Channel of Communication:** Types- Barriers. **Controlling:** Steps- Techniques of control (PERT and CPM). **Co-ordination:** Principles -Steps for effective co-ordination.

Text Book:

Ramasamy. T, *Principles of Management*, Himalaya Publishing House, Mumbai, 2018.

Reference Books:

1. Dingar Pagare , *Principles of Management*, Sultan Chand & Sons, New Delhi, 2015.
2. Gupta.C.B, *Business Management*, Sultan Chand & Sons, New Delhi,2015.
3. Natarajan. K.,Ganesan.K.P, *Principles of Management* , Himalaya Publishing House, Mumbai,2012.
4. Prasad. L.M, *Principles & Practice of Management* , Sultan Chand & Sons, New Delhi , 2012
5. Sharma. R.K & Shashi K.Gupta, *Principles of Management*, Kalyani Publishers, New Delhi, 2015.

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Title of the Paper	:	CORE-Advertising and Salesmanship	
Semester	:	II	Contact hours: 5
Sub Code	:	21C21	Credits: 4

Objectives:

1. To acquaint the students with the concepts of advertising and salesmanship.
2. To help the students to acquire knowledge in various advertising media.

Unit: I - Advertising: Objectives - Features – Functions - Importance – Advertising Goals and Models - Advantages and Criticisms.

Unit: II - Advertisement copy: Qualities of a good copy – Values – Media-Selection of media – Kinds of media-Advertising Agency.

Unit: III - Sales Promotion: Purpose – Importance – Objectives - Advantages – Kinds – Consumer Sales Promotion – Dealer Sales Promotion – Sales Force Promotion – Online Advertisement Promotion.

Unit: IV - Salesmanship: Objectives – Importance – Duties – Qualities – Types – Features of Personal Selling –Process of Personal Selling—Sales Force Size – Recruitment and Selection -Sources of Recruitment--Selection Process.

Unit: V – Remuneration: Objectives—Methods-Straight Salary Method-Straight Commission Method –Combination of Salary and Commission- – Incentive Plans— Bonus –Profit Sharing- Fringe Benefits – Travelling Expenses.

Text Book:

R.S.N.Pillai & V.Bhagavathy, *Principles & Practice of Marketing*, S.Chand &

Sons, New Delhi, 2013

Reference Books:

1. Gupta.S.L, Ratna.V., *Advertising & Salesmanship Promotion Management*, Sultan Chand Dropadi Devi Education Foundation – New Delhi, 2017
2. Rajan Nair.N, Sanjith Nair.R, *Marketing*, Sultan Chand & Sons, New Delhi, 2017
3. Philip Kotler, *Marketing Management*, Pearson publishers, Prentice Hall of India, New Delhi, 2017
4. SinhaJ.C, *Principles of Marketing and Salesmanship*, R.Chand & Co, New Delhi, 2015
5. Sumathi S, Saravanavel P, *Advertising & Salesmanship*, Margham publications Chennai, 2015

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Title of the Paper	:	CORE-Financial Accounting-II	
Semester	:	II	Contact hours: 6
Sub Code	:	21C22	Credits: 5

Objectives:

1. To understand the practice of accounting in special types of businesses.
2. To develop the skill of students on various kinds of accounting transactions in business.

Unit: I - Consignment: Meaning -Features - Distinction between Sale and Consignment – Account Sale – Non-recurring Expenses - Recurring Expenses - Accounting treatment of Consignment Transactions – Journal entries and Ledger Accounts in the books of Consignor & Consignee .

Unit: II - Joint Venture: Meaning - Features – Distinction between Joint Venture and Partnership, Joint Venture and Consignment – Accounting for Joint Ventures – Recording in Individual Books - Recording in separate set of Books.

Unit: III - Single Entry System: Definition – Salient Features – Limitations – Difference between Single Entry and Double Entry System – Ascertainment of Profit – Net Worth Method – Distinction between Balance Sheet and Statement of Affairs – Conversion Method.

Unit: IV – Branch Accounts: Types of Branches - Dependent Branches – Accounting in respect of Dependent Branches – Debtor System Only – Cost Price Method – Invoice Price Method.

Departmental Accounts: Allocation of Expenses – Interdepartmental Transfers.

Unit: V - Account Current: Methods of Calculation of Interest – Product Method – Red Ink Method – Average Due Date: Interest Calculation.

Text Book:

Reddy. T.S, Murthy.A, *Advanced Accountancy*, Margham Publications, Chennai, 2014.

Reference Books:

1. Arulanandam.M.A & Raman.K.S,*Advanced Accounts*, Himalaya Publishing house, Mumbai , 2012.
2. Gupta.R.L and Radhaswamy.M, *Advanced Accountancy*,Sultan Chand & Sons, New Delhi, 2010.
3. Jain .S.P & Narang .K.L, *Advanced Accounting* , Kalyani Publishers, New Delhi, 2013.
4. Pillai R.S.N & V.Bagavathy , *Fundamentals of Advanced Accounting* , S.chand & Co, New Delhi,2013.
5. Shukla. M.C. & Grewal.T.S ,Gupta.S.C,*Advanced Accounts I* , S.Chand & Sons, New Delhi,2011

Note: The question paper should cover 80% problems and 20% theory.

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Title of the Paper	:	ALLIED II - Business Economics	
Semester	:	II	Contact hours: 5
Sub Code	:	21AC2	Credits : 4

Objectives:

1. To acquaint the students with the principles of economics and its application in business.
2. To enable the students to understand the various pricing policies and methods.

Unit: I - Business Economics: Nature - Scope –Relationship with other subjects – Distinction between Economics and Managerial Economics – Economics tools applied to Business – Role of Business Economics.

Unit: II - Demand Analysis: Law of Demand –Determinants of Demand – Elasticity of Demand – Price Elasticity – Income Elasticity – Cross and Promotional Elasticity – Factors affecting Elasticity of Demand.

Unit: III - Demand Forecasting: Meaning – Importance – Factors Involved – Methods of Forecasting - Established Product - New product.

Unit: IV – Price Analysis: Methods of pricing - Pricing Determination– Perfect Competition – Monopoly Features -Monopolistic Competition – Oligopoly Features. Pricing policies and methods – Skimming pricing, Penetration pricing – Differential pricing –Product line pricing.

Unit: V - Profit Planning and Control: Nature– Methods - Profit budget, Break Even Analysis, Rate of Return on Investment – Profit Forecasting.

Text Book:

Sankaran.S , *Business Economics*, Margham Publications, Chennai,2010.

Reference Books:

1. Chopra.P.V, *Managerial Economics*,Kalyani Publishers,Ludhiana ,2012.
2. Dwivedi. D.N , *Managerial Economics*, Vikas Publications, Noida,2010.
3. Jhingan M.L & Stephen J.K, *Managerial Economics* ,Vrinda Publications, New Delhi, 2012.
4. Mithani. D.M, *Managerial Economics*, Himalaya Publishing House, Mumbai, 2011.
5. Varshney R.L and Maheswari K.L , *Managerial Economics*, Sultan Chand & Sons, New Delhi,2011.

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Title of the Paper	:	NME- Entrepreneurship Development	
Semester	:	II	Contact hours: 2
Sub Code	:	21NMC2	Credits: 2

Objectives:

1. To understand the importance of entrepreneurship and Support in the promotion of entrepreneurship.
2. To encourage the students to become Women Entrepreneurs.

Unit: I – Entrepreneurship: Meaning – Importance. Function: Decision Making Function, Managerial Functions, Function of Innovation.

Unit: II - Entrepreneurial qualities: Types of Entrepreneurs: Innovative Entrepreneur, Adoptive or Imitative Entrepreneur, Fabian Entrepreneur, Drone Entrepreneur.

Unit: III - Women Entrepreneur : Functions - Problems – Remedial Measures.

Unit: IV - Institutional Finance to Entrepreneurs(IDBI, SIDBI, UTI, THIC)– Incentives.

Unit: V – Project: Meaning -Importance – Project Report- Contents.

Text Book :

Gordon.E & Natarajan.K, *Entrepreneurship Development*,
Himalaya Publishing House, Mumbai, 2017.

Reference Books:

1. Gupta.C.B, Srinivasan.N.P, *Entrepreneurship Development in India*, Sultan Chand,New Delhi,2009.
2. Khanka, *Entrepreneurial Development*, S.Chand, New Delhi,2013.

3. Renu Arora, *Entrepreneurship Development* , Kalyani Publishers,Ludhiana,2012.
4. Shivganesh Bhargava, *Entrepreneurial Development*, SAGE Publications, Mumbai, 2008.
5. Dr.L.Rengarajan, *Entrepreneurial Development*, Sree Renga Publications, Rajapalayam, 2010.