



**B. J. VANIJYA MAHAVIDYALAYA**  
(Autonomous)  
(Grant-in-Aid)  
(Affiliated to Sardar Patel University)  
Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India  
Accredited with CGPA of 2.78 on four point scale at B++ Grade by NAAC  
Syllabus with effective from December - 2025

**Master of Commerce (M.Com.)**  
**Semester - IV**

Course Code <b>PB04CCOM52</b>	<b>Title of the Paper</b> <b>Entrepreneurship Development-II</b>	<b>Total Credit</b> <b>04</b>
<b>Course Objectives</b>	<ol style="list-style-type: none"><li>1. To explore key motivations behind entrepreneurial success</li><li>2. To learn the basics of project management and its key phases.</li><li>3. To learn the process of identifying and formulating projects.</li><li>4. To learn how to prepare and appraise project reports.</li></ol>	

<b>Course Description</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage</b>
1.	<b>Entrepreneurial Motivation</b> <ul style="list-style-type: none"><li>• Concept</li><li>• Internal Motivating Factors</li><li>• External Motivating Factors</li><li>• Achievement Motivation</li><li>• Motivational Stories of Successful Entrepreneurs</li></ul>	25%
2.	<b>Project Management</b> <ul style="list-style-type: none"><li>• Concept of Project</li><li>• Classification of Project</li><li>• Project Life Cycle</li><li>• Aspects of Project</li></ul>	25%
3.	<b>Project Identification and Formulation</b> <ul style="list-style-type: none"><li>• Concept of Project Identification</li><li>• Importance of Project Identification</li><li>• Concept of Project Formulation</li><li>• Stages of Project Formulation</li></ul>	25%
4.	<b>Project Report and Project Appraisal</b> <ul style="list-style-type: none"><li>• Concept of Project Report</li><li>• Importance of Project Report</li><li>• Format of Project Report</li><li>• Concepts of Project Appraisal</li><li>• Stages of Project Appraisal</li></ul>	25%

<b>Teaching- Learning Methodology</b>	Lecture, Group Discussion, Doubt Solving, Power Point Presentation, Case Study, Real Life Company Examples, & Seminar
---------------------------------------	---



<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
<b>1.</b>	Internal/ Written Examination	<b>20%</b>
<b>2.</b>	Internal Continuous Assessment in the form of Viva-Voce, Quizzes, Seminars, Assignments, Attendance	<b>10%</b>
<b>3.</b>	External Examination	<b>70%</b>

Students will have to score minimum of 40% to pass the course.

<b>Course Outcomes: Having Completed this course, the students will be able to:</b>	
<b>1.</b>	Understand the key motivational factors that drive entrepreneurial success.
<b>2.</b>	Demonstrate knowledge of project management concepts and life cycle phases.
<b>3.</b>	Apply techniques for effective project identification and formulation.
<b>4.</b>	Prepare comprehensive project reports and conduct project appraisals accurately.

<b>Suggested References:</b>	
<b>Sr. No.</b>	<b>References</b>
<b>1.</b>	Dynamics of Entrepreneurship and Management Vasant Desai, H.P.House, New Delhi, 2016
<b>2.</b>	Entrepreneurial Development : Gupta and Srinivasan, Sultan Chand and Sons, New Delhi, 2014
<b>3.</b>	Business Environment:Dr. K. Ashwathappa H.P.House, New Delhi 2016
<b>4.</b>	Online resources to be used if available as referenced material
<b>5.</b>	<b>Website:</b> <a href="https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/199">https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/199</a>