



(Shri Ramkrishna Seva Mandal's)
ANAND COMMERCE COLLEGE

An Autonomous College (2025-26 to 2034-35)

(Affiliated to Sardar Patel University)

NAAC ACCREDITED 'A' GRADE (3.04 CGPA)

ISO 9001:2015

Syllabus as per NEP 2020 with effect from the Academic Year 2025-26



Bachelor of Vocation
RETAIL MANAGEMENT
B Voc Semester – I

Course Code	UBV01SECR02	Title of the Course	Business Skills Development I
Total Credit of Course	02	Hours Per Week	02

Course Objectives	<ul style="list-style-type: none">• To Understand the fundamentals of entrepreneurship, its types, characteristics, and its role in the Indian economy.• To develop key entrepreneurial skills and competencies, including motivation, innovation, and leadership.• To gain insight into startups and MSMEs, their features, types, and contributions to India's economic growth.
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Unit	Description	Weightage
1.	Entrepreneur and Entrepreneurship: Entrepreneur: Meaning of Entrepreneur features of Entrepreneur Importance of Entrepreneur Role & Functions of Entrepreneur Types of Entrepreneurs New Trends for Entrepreneurs Entrepreneurship: Meaning of Entrepreneurship Characteristics of Entrepreneurship Role of Entrepreneurship in Indian economy Problems in Entrepreneurship Development in India	35%
2.	Entrepreneurial Competencies: Major Entrepreneurial Skills and Competencies Developing Entrepreneurial competencies Qualities of successful entrepreneur Entrepreneurial motivations	35%
3.	Start Up & MSME: Start Up: Concept of Start Up Characteristics of Start Up Types of Start Up Start Up Business Ideas Funding Support and Incentives	30%

	SSIP MSME: Meaning of MSME Features of MSME Role & Importance of MSMEs in Indian Economy	
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Teaching – Learning Methodology	Learner-centered Instructional methods, Direct method Quiz, Group Discussion, Assignments Interactive sessions, seminars, visual presentations, Project based learning Use of e-resources, including films
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Internal and / or External Examination Evaluation

Evaluation and Exam Pattern			
Sr. No.	Details of Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1.	Class Test	15	10
2.	Quiz	15	5
3.	Active Learning	5	-
4.	Home Assignment	5	5
5.	Class Assignment	5	-
6.	Attendance	5	5
Total Internal (%)		50 (100%)	25 (100%)
Total External (%)		50 (100%)	25 (100%)

Course Outcomes: Having completed this course, the learners will be able to	
1.	Understand the concept of Entrepreneurship and Entrepreneur.
2.	Develop Entrepreneurial Skills and competencies.
3.	Understand the concept of Start Up.

Suggested References:	
Sr.No.	References
1.	Madhavi, P., & Satyanarayana, G. (2018). <i>Entrepreneurship, Make in India and jobs creation</i> . New Century Publications.
2.	Baporikar, N. (2011). <i>Entrepreneurship development & project management: Text and cases</i> . Himalaya Publishing House.
3.	Dey, C., & Biswas, D. (2021). <i>Entrepreneurship development in India</i> . Routledge.
4.	Loss, M., & Bascunam, L. (2015). <i>Entrepreneurship development</i> . Global Academic Publishers.
5.	Ramachandran, K. (2008). <i>Entrepreneurship development</i> . Tata McGraw Hill Publications.
Digital resources to be used if available as reference material	
Digital Resources	
https://www.indeed.com/career-advice/career-development/business-development-skills#:~:text=What%20is%20business%20development?,the%20field%20of%20business%20development.	
https://www.registrationwala.com/knowledge-base/news-other-businesses/blog/difference-between-msme-and-startup	
https://www.startupindia.gov.in/content/sih/en/bloglist/blogs/understanding_msme_registration_in_india.html	



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Anand Commerce College



Academic Coordinator
Anand Commerce College



Principal
Anand Commerce College