



(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 – II

Course Code	UBV02SECR02	Title of the Course	Business Skills Development II
Total Credit of Course	02	Hours Per Week	02

<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>To understand key areas of entrepreneurship, including women, rural, tourism, social, agri, and family businesses.</li> <li>To develop core business skills like decision-making, creative thinking, and effective planning.</li> <li>To promote strategic thinking through education, networking, and innovation support.</li> </ul>
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Unit	Description	Weightage
1.	<b>Scope of Entrepreneurship:</b> Women Entrepreneurship Rural Entrepreneurship Tourism Entrepreneurship Social Entrepreneurship Agri-Entrepreneurship Family Business	35%
2.	<b>Business Management Skills:</b> Concept of management skills for Entrepreneurs and Managing for value creation Development of Business Idea Creative and Design Thinking the entrepreneurial decision process Essential for entrepreneurs to effective plan	35%
3.	<b>Strategic Thinking and Planning skills:</b> Enhancing Entrepreneurship Education and Skills Development Formulating a national entrepreneurship strategy Promoting Awareness and Networking Facilitating Technology Exchange and innovation	30%

<b>Teaching – Learning Methodology</b>	Learner-centered Instructional methods, Direct method Quiz, Group Discussion, Assignments Interactive sessions, seminars, visual presentations,
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Project based learning  
Use of e-resources, including films

### 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.	Analyze the scope of Entrepreneurship in different sectors.
2.	Application of management concepts and creative thinking for developing business ideas and effective entrepreneurial decision-making.
3.	Formulation of strategic approaches to enhance entrepreneurship education, innovation, networking, and national-level planning.

### Suggested References:

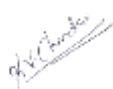
Sr.No.	References
1.	Carayannis, E. G., Samara, E. T., & Bakouros, Y. L. (2014). <i>Innovation and entrepreneurship: Theory, policy and practice</i> . Springer.
2.	Ramachandran, K. (2008). <i>Entrepreneurship development</i> . Tata McGraw Hill.
3.	Khanka, S. S. (2007). <i>Entrepreneurial development</i> . S. Chand Publications.
4.	Kelly, T. (2001). <i>The art of innovation</i> . HarperCollins.
5.	Lowe, R., & Mariott, S. (2006). <i>Enterprise: Entrepreneurship &amp; innovation</i> . Butterworth-Heinemann.

Digital resources to be used if available as reference material

Digital Resources

<https://dlci-hoa.org/assets/upload/key-resilience-and-climate-change/20200804013317608.pdf>

<https://www.thestrategyinstitute.org/insights/7-key-strategic-planning-skills-for-business-success>



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BOS of Vocational Studies  
Anand Commerce College



**Academic Coordinator**  
Anand Commerce College



**Principal**  
Anand Commerce College