



No.Sc.Com/Acad-- 46/96 -2026

Dated: 17th August, 2026.

NOTICE

It is for the information of 1st Semester Students that the Department of Commerce is offering Entrepreneurship as a Generic Elective Course (GEC) (*Syllabus pertaining the Course is appended herewith*).

All interested students are welcome to apply for the course to the Department of Commerce in enclosed format on or before **20th August, 2026**. Enrollment to the course will be on first-come-first-serve basis.

Any clarification about the course could be sought from Dr. S. Kharmawphlang, Department of Commerce who is the students' advisor.

(Prof. Rajkumar Giridhari Singh)

अध्यक्ष/ Head
वाणिज्य विभाग
Department of Commerce
पूर्वोत्तर पर्वतीय विश्वविद्यालय
North Eastern Hill University
शिलांग/ Shillong-793022

Copy to:

1. The Dean, School of Economics Management and Information Sciences, Education, Human and Environmental Sciences, Humanities, Life Sciences, Physical Sciences, Social Sciences, Technology, North-Eastern Hill University, Shillong-22 with a request to kindly give wide publicity to this information to all the Departments within the Schools through your good offices.
2. VSAT, NEHU, Shillong with a request to upload on the university website for wider publicity.



COM-GEC-504 ENTREPRENEURSHIP

Learning Outcomes: After completion of this course, a student will

- Understand the concepts and process of Entrepreneurship
- Know the importance of entrepreneurship in different context
- To be able to develop and design entrepreneurship development programs

Unit – I:

Introduction

Concepts and Theories- Sociological, Economic, Psychological and Managerial Theories
Process - Setting, Preparation, Management and Survival, Growth, Transition
Entrepreneurial Behaviour and Skills
Entrepreneurial Structure
Entrepreneurial Culture vs. Administrative Culture
Entrepreneurship vs. Intrapreneurship
Ethics and Entrepreneurship

Unit – II:

The Entrepreneur

Role of an entrepreneur: different views-Psychological, social, economic and Managerial
Characteristics and Classification of entrepreneurs
Entrepreneurial traits and motivation
Entrepreneur distinguished from manager and leader
Entrepreneurial function at different stages of enterprise life cycle
Cases of successful entrepreneurs

Unit – III:

Entrepreneurship in Different Context and Forms

Social Entrepreneurship
Corporate Entrepreneurship
Indigenous Entrepreneurship
Women Entrepreneurship
International Entrepreneurship

Unit – IV:

Entrepreneurship Development and Models

Designing Entrepreneurship Awareness Programme,
Designing Comprehensive EDPs,
Evaluating an EDP
EDPs in India and NE India– An evaluation
Start ups.

Core Readings (All with Latest Editions)

- Coulter: Entrepreneurship in Action, Prentice Hall of India, N. Delhi.
- Roy, Rajeev: Entrepreneurship, Oxford University Press, New Delhi
- Kuratko, Donald F. & Richard M Hodgetts: Entrepreneurship in the New Millennium, South Western Cengage learning
- Desai, Vasant: Entrepreneurial Development, Vol. I, Himalaya Publications, N. Delhi.
- Drucker, Peter: Innovation and Entrepreneurship, Heineman.
- Hisrich, RD & Peter, MP: Entrepreneurship, Tata McGraw Hill.
- Holt Entrepreneurship: New Venture Creation, PHI Learning Pvt Ltd, N. Delhi.



Application form for Registration of Students for Generic Elective Course(s)
(To be submitted in triplicate)

1. Name of the student in full : _____
2. Name of the Department/Centre : _____
3. Roll No : _____
4. NEHU Registration No : _____
5. Name & Number of Open Course(s) applied :(1) _____
(2) _____ (3) _____
6. Name of Department servicing the Course(s): (1) _____
(2) _____ (3) _____
(4) _____

Signature of Student

Signature of Student Counselor

Signature of the Head of the Department with seal

Office seal

.....
Accepted / Not Accepted

Signature of HOD Servicing the Course(s)

Signature & Seal of the Dean of School