



# ANDHRA UNIVERSITY

## TRANS-DISCIPLINARY RESEARCH HUB

### ENTREPRENEURSHIP AND GOOD GOVERNANCE

The objective of the course is to make students understand the nature of entrepreneurship, and to motivate the student to start his/her own enterprise. The objective of the course is to enlighten with the fragrance of Corporate Good Governance and Business Ethics, so that they would become the best entrepreneurs / managers of the corporate world.

**Unit 1:** Nature of Entrepreneurship; Characteristics, Qualities and skills of an Entrepreneur, functions of entrepreneur, Entrepreneur scenario in India and Abroad. Forms of Entrepreneurs

**Unit 2:** Aspects of Promotion: Generation of new entry opportunity, Various Analysis of new business ideas. Financial Aspects, Marketing aspects etc, Entrepreneurship Promotion Schemes of Department of Industries (DIC), KVIC, SIDBI, NABARD, NSIC, APSFC, IFCI and IDBI. New Financial Instruments.

**Unit 3:** Introduction to Business Ethics: Necessity for Business Ethics-Need for Ethical guideline – Salient Issues in Ethics and Commerce- Ethics as a Luxury – Earlier attempts at Ethics in Industry – Justification for Ethics – Effect of Migration of National Character – Shadow Economy – Basic Principles in Ethics – Corporate Climate and corporate climate audits – Political Issues – Nature and theory of Ethics – The Naturalistic fallacy – G.E. Moore's Philosophy.

**Unit 4:** Understanding Corporate Governance: Corporate Governance- Capitalism at crossroads – Historical perspective of Corporate Governance – Issues of Corporate Governance – Theoretical basis of Corporate Governance, Various Models and committees of Corporate Governance

**Unit – 5:** Corporate Social Responsibility: System Concept of Business Society – Social Responsibility – Social Responsibility tools – approaches to Ethics – Corporate Social Accountability – Business in a Social World – Ethics and Social Responsibility – professional ethics

#### References:

1. f Robert D Hisrich, Michael P Peters, Dean A Shepherd: Entrepreneurship, TMH, 2. 2009
3. f Bholanath Dutta: Entrepreneurship—Text and Cases, Excel, 2009
4. f Vasanth Desai: Entrepreneurship, HPH, 2009
5. f David Martin: Corporate Governance, Viva, 2009
6. f H. Nandan: Fundamentals of Entrepreneurship, PHI, 2009.
7. f Barringer: Entrepreneurship, Pearson, 2009.
8. f Ronald D Francis & Mukti Mishra: Business Ethics, TMH, 2009
9. f C.S.V. Murthy: Business Ethics & Corporate Governance, Himalaya, 2009.
10. f RK Mishra, Gitarani: Corporate Governance, Excel, 2009
11. f A.C. Fernando: Corporate Governance, Pearson, 2006
12. f V. Balachandran & V. Chandrasekaran: Corporate Governance & Social Responsibility, PHI, 2009
13. f A.C. Fernando: Business Ethics, Pearson, 2009
14. f Laura P Hartman & Abha Chatterjee: Business Ethics, TMH, 2009
15. f



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## MODEL QUESTION PAPER

Time: 3 hours

Max marks: 100

Answer any five of the following Questions:

(5 x 20 = 100)

1. Define Entrepreneurship and explain the nature, scope and significance of Entrepreneurship.
2. Explain the institutional framework that is financially helping the new entrepreneurs in detail.
3. Give a note in the key challenges in the Business ethics that are being faced by new entrepreneurs.
4. What is Corporate Governance? Explain various corporate governance theories given by Various Scholars.
5. What is Corporate Social responsibility? and also give at least 10 examples of various CSR activities that are undertaken by the top corporate.
6. Explain various types Entrepreneurs in detail.
7. Explain various theories of Business Ethics
8. Explain various corporate Governance Models.