

As per New CBCS Syllabus for 1st Semester, B.Com.,
Bengaluru Central University, w.e.f. 2019-20

Business Dynamics and Entrepreneurship

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Preface

We have great pleasure in presenting the first edition “**Business Dynamics and Entrepreneurship**” written for students of UG courses. The subject matter is written in a simple and easily understandable language with sufficient support from real information.

The language of the book is very simple and the coverage of various unit is exhaustive with examples. This work is prepared as a basic material for the learners to know fully about Business Dynamics and Entrepreneurship. We have tried to make the book very useful for the students but still we thankfully solicit and incorporate the suggestions of our readers. This title “Business Dynamics and Entrepreneurship” provides them as opportunity to develop the skills necessary to meet the challenges.

This is an attempt to provide the students with thorough understanding of Practical's on Business Dynamics and Entrepreneurship concepts. In writing this book we have benefited immensely from the studies of a number of books and the articles written by scholars spread over diversely.

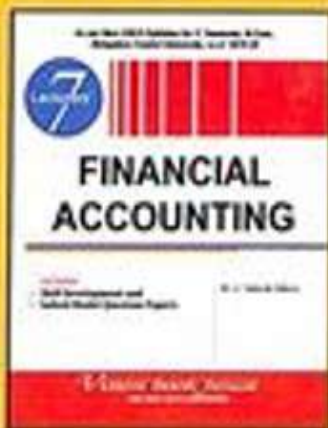
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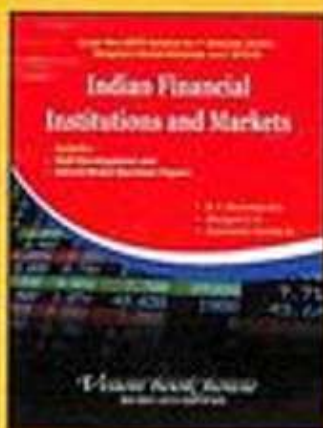
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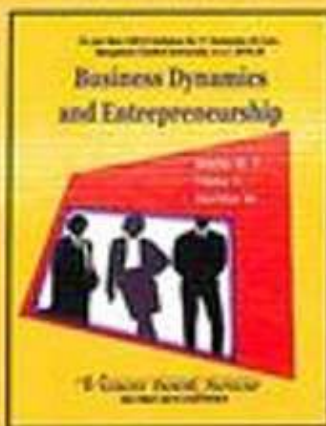
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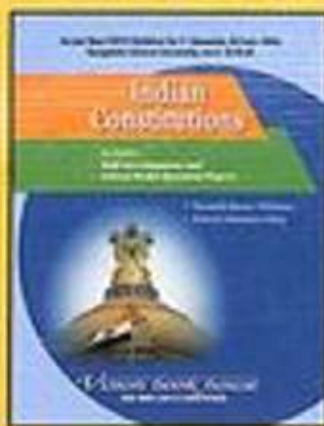
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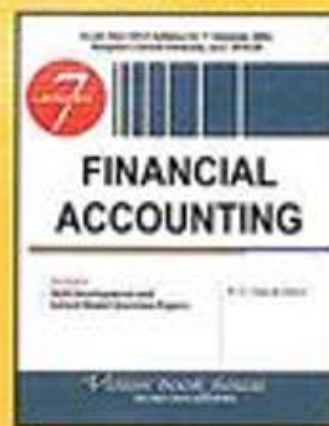
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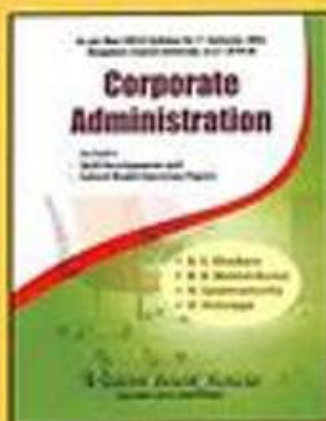
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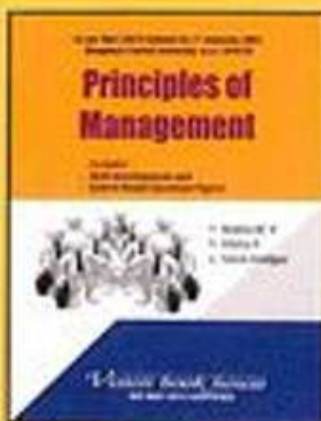
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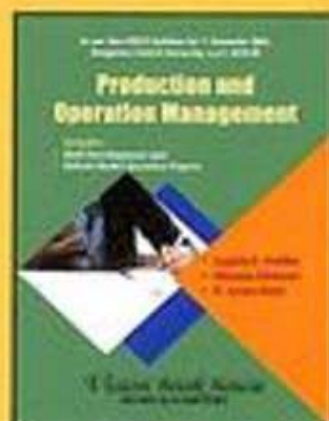
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