

Objective: The course aims at making the student know about entrepreneurship culture, the risk and rewards of a new venture and the process of transforming an idea into a business.

Unit – I: The entrepreneurial Development Perspective: Concepts of Entrepreneurship Development; evolution of the concept of entrepreneur; drivers of entrepreneurship; attributes and characteristics of a successful entrepreneur; role of entrepreneur in Indian economy and developing economies with reference to self-employment development; entrepreneurial culture.

Unit – II: Creating Entrepreneurial Venture: Business planning process; environmental analysis –search and scanning; identifying problems and opportunities; defining business idea; basic government procedures to be complied with.

Unit – III: Estimating and financing funds: estimation of funds required, sourcing of funds role of commercial banks and schemes offered by various financial institutions, venture capital funding.

Unit – IV: Government - Entrepreneurship Development: Role of Central Government and State Government in promoting Entrepreneurship – introduction to various incentive, subsidies and grants – Export Oriented Units – fiscal and tax concessions available; role of following agencies in the Entrepreneurship Development – District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEBD).

Unit – V: Entrepreneurship development in different sectors: Women Entrepreneurship – Need – Growth of women Entrepreneurship – problems faced by Women Entrepreneurs – development of women Entrepreneurship – Rural Entrepreneurship – Entrepreneurship in sectors like Agriculture, Tourism, health care services, Transport and allied services.

Recommended Text Book(s):

1. Entrepreneurship, Robert D Hisrich, Michael P Peters and Dean A Shepherd, Tata McGraw hill.

Reference books:

1. Corporate entrepreneurship: Building the entrepreneurial organization, by Paul Burns published by Palgrave Macmillan.
2. Drucker F peter, 'Innovation and Entrepreneurship' 1985, Heinemann, London.
3. Entrepreneurship in The New Millennium, India Edition Doanld F Kuratko & Richard M Hodgeth-Sourth-Wester, Cengage Learning.
4. Entrepreneurship: New Venture Creation – David H. Holt, PHI.