

Entrepreneurship

Objective : After studying this course , the students would be able to build on personal as well as external resources with a view to successfully launching and subsequently managing their enterprises.

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

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.

III. Project Management

Technical, Financial, Marketing, Personnel and Management Feasibility; Estimating and Financing funds requirement - Schemes offered by various commercial banks and financial institutions like IDBI, ICICI, SIDBI, SFCs; Venture Capital Funding

IV. Entrepreneurship Development and Government

Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, 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 (NEDB)

V. Women Entrepreneurs

Reasons for Low Women Entrepreneurs; Role, Problems and Prospects

Suggested Books :

1. Dynamics of Entrepreneurship Development - Vasant Desai
2. Entrepreneurship Development - Dr. P.C. Shejwalkar
3. Entrepreneurship: New Venture Creation - David H. Holt

References:

4. Entrepreneurship - Hisrich Peters
5. The Culture of Entrepreneurship - Brigitte Berger
6. Project Management - K. Nagarajan
7. The Entrepreneurial Connection - Gurmit Narula