

Open Elective CE- 504 (D) Entrepreneurship Development & Management

UNIT I

Entrepreneurship Entrepreneur Types of Entrepreneurs – Difference between Entrepreneur and Intrapreneur Entrepreneurship in Economic Growth, Factors Affecting Entrepreneurial Growth.

UNIT II

Motivation Major Motives Influencing an Entrepreneur – Achievement Motivation Training, Self Rating, Business Games, Thematic Apperception Test – Stress Management, Entrepreneurship Development Programs – Need, Objectives.

UNIT III

Business Small Enterprises – Definition, Classification – Characteristics, Ownership Structures – Project Formulation – Steps involved in setting up a Business – identifying, selecting a Good Business opportunity, Market Survey and Research, Techno Economic Feasibility Assessment – Preparation of Preliminary Project Reports – Project Appraisal – Sources of Information – Classification of Needs and Agencies.

UNIT IV

Financing And Accounting Need – Sources of Finance, Term Loans, Capital Structure, Financial Institution, Management of working Capital, Costing, Break Even Analysis, Taxation – Income Tax, Excise Duty – Sales Tax.

UNIT V

Support To Entrepreneurs Sickness in small Business – Concept, Magnitude, Causes and Consequences, Corrective Measures – Business Incubators – Government Policy for Small Scale Enterprises – Growth Strategies in small industry – Expansion, Diversification, Joint Venture, Merger and Sub Contracting.

Reference Books:-

- 1.Khanka. S.S., “Entrepreneurial Development” S.Chand & Co. Ltd.,Ram Nagar, New Delhi, 2013.
- 2.Donald F Kuratko, “ Entrepreneurship – Theory, Process and Practice”, 9th Edition, Cengage Learning 2014.
- 3.Hisrich R D, Peters M P, “Entrepreneurship” 8th Edition, Tata McGraw-Hill, 2013.
- 4.Mathew J Manimala, “Entrepreneurship theory at cross roads: paradigms and praxis” 2nd Edition Dream tech, 2005.
- 5.Rajeev Roy, ‘Entrepreneurship’ 2nd Edition, Oxford University Press, 2011.
- 6.EDII “Faulty and External Experts – A Hand Book for New Entrepreneurs Publishers: Entrepreneurship Development”, Institute of India, Ahmadabad, 1986