

**SUBJECT CODE : RONS7**

**ENTREPRENEURSHIP DEVELOPMENT**

**Max. Marks: 100**

**UNIT - I**

Concept of Entrepreneurship – Entrepreneur and Enterprise – Meaning – Definition – Characteristics – Functions – Role of Entrepreneurs in the economic development – Classification of entrepreneurs – Factors affecting entrepreneurial growth

**UNIT – II**

Entrepreneurship Development Programmes – Sources of Business ideas – Preliminary evaluation and testing of ideas – Project identification – Project formulation – Project Report

**UNIT - III**

Appraisal of a Project – Technical – commercial appraisal – Information required – Demand forecasting – Sources of market information – Financial appraisal – Capital cost of project – Sources of finance – Financial problems.

**UNIT – IV**

Licensing procedures – Procedures to start an industrial unit – Project financing – Role of promotional & Consultancy organisations

**UNIT – V**

Incentives and subsidies of State and Central Govt. – Aims – Backward areas – Industrial Estates – DICs – Role of financial institutions in the entrepreneurial growth

**Books for Reference :**

1. P.N. Singh – Developing Entrepreneurship for Economic Growth
2. Guide to Entrepreneurs – Industrial Development – Govt. of Tamil Nadu – SIPCOT
3. Gupta & N. Srinivasan – Entrepreneurship Development