

**CORE COURSE – IX (CC)
ENTREPRENEURSHIP DEVELOPMENT**

UNIT 1

Principles of Management: Process of Management: Planning - types & strategies, Organizing business - organization & types, office management, Actuating- leadership, motivation & Communication and Control- authority, power, centralization / Decentralization, delegation.

UNIT 2

Entrepreneurship: Introduction - Management strategies - Starting a new venture, essentials of a successful centre. Activities of a modern business entrepreneurship. Project planning - formulation & appraisal.

UNIT 3

Location of enterprises - Guidelines on location – factors influencing plant location- availability of labor - raw material – transportation - market & Govt. policies.

UNIT 4

Plant layout-building structure – lighting - ventilation & heating - material handling SISI- DIC- handloom – Textile Committee.

UNIT 5

Financial planning - Role of Government & financial institution in entrepreneur ship development. Industrial sickness & remedies - Tax planning -knowledge of exemptions & deductions.

A new project proposal to start an Apparel Industry

References:

1. Harell, For entrepreneurs only, Career pub., New Jersey, 1995
2. Vikram Sarabhai, Management for Development, Vikas pub., 1974
3. Rajagopal, Entrepreneurship and Rural markets.1998
4. Ormerod A, Textile Project Management, The Textile Institute, 1992
Terry & Franklin, Principles of Management, AITBS, 2002