

CORE COURSE V – ENTREPRENEURIAL DEVELOPMENT

Credit Allotted: 4

Max. Marks: 75

Objective : To enable the student know the environment for entrepreneurial development, identify – business opportunity and to gain knowledge in preparing project report and appraising the same.

Unit – I

To study the environment for entrepreneurship development, identify business opportunity, prepare project report and appraise project implementation and the project.

Unit – II

The Human side of enterprise – Meaning of enterprise – Entrepreneur, Qualities of entrepreneur – Functions of Entrepreneurs – Types of entrepreneurs – Motives – Growth of entrepreneurs in India.

Unit – III

Developing entrepreneurs – concepts of entrepreneurship – phases of EDP – Special agencies and schemes – need for support system – identification of prospective entrepreneurs and their development.

Unit – IV

Identification of Business Ideas – Sources –Project selection – project life cycle – Feasibility Analysis – techno – economic analysis – market and demand analysis.

Unit – V

Concept of projects –Identification – formulation – project design – project Report – Appraisal – Financial Analysis – profitability analysis – social cost benefit analysis – Incentive and subsidies for entrepreneurs.

Books for Recommended:

1. C.B.Gupta, N.P.Srinivasan, & Entrepreneurial Development, Sultan Chand & Sons.
2. Vasant Desai, Dynamics of Entrepreneurial Development and Management Himalaya Publishing House.
3. P.Saravanavel, Entrepreneurship Development Principles, Policies and Programmer.