

ENTREPRENEURSHIP MANAGEMENT

UNIT-1

Definition of Entrepreneur - importance of entrepreneurship in under developed economies - Constraints in such countries to Entrepreneurship - Achievement, motivation and methods of Improving in a person.

UNIT-2

Content of Entrepreneurship Development - program functions of the trainer, motivator-EDP institutes in India and their functions, particularly EDP Institute, Ahamadabad: ITCOT and SISI: NMSIC and its prototype training centers. The role of development banks and Commercial banks , Universities and Engineering Colleges in this regard.

UNIT-3

Factors to be considered when selecting a project and its location –Technical and economic feasibility –Planning the Project –Essentials of a report of a business- Counseling facilities available for technical training and project formulation - Choosing the scale of business. Importance of market survey and how to do it.

UNIT-4

Managerial skills required by Entrepreneurs and methods of acquiring them – Role of management consultant in India - Relative merits of different types of organization, particularly sole proprietorship - partnership and company - Different types of credit required By a firm, fixed capital, working capital, packing and export credit, and sources of these. Benefits of leasing.

UNIT -5

Problems faced by rural and women entrepreneurs – Industries Suitable for handicapped Persons – reservation for small industries - problems of family business-industrial estates - backward area benefits. Prevention of industrial pollution of air and water around the business unit-causes and prevention of industrial sickness.

REFERENCE

1. Dynamics of entrepreneurial development- VASANTH DESAI
2. A practical guide to industrial entrepreneur- S.B. SREEVASTAVA
3. Entrepreneur development –C.B.GUPTA and N.P. SRINIVASAN.
4. Entrepreneurship development principles, policies and programmes
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5. Entrepreneurship development in India- C.B.GUPTA and N.P.
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