

## **ENTREPRENEURIAL DEVELOPMENT**

**OBJECTIVE:** To enable the students understand the entrepreneurial environment and to acquaint them management of projects.

### UNIT I

Entrepreneur – Definition – Traits of an Entrepreneur, Functions, Types of Entrepreneurship – Concept – Role of Entrepreneurship in Economic Development – Distinction between Entrepreneur, Intrapreneur and Entrepreneurship

### UNIT II

Entrepreneurial Environment – Factors affecting Entrepreneurial Growth – Entrepreneurial Motivation – Factors, Need for Achievement Motivation – Barriers to Entrepreneurship Development.

### UNIT III

Entrepreneurship Development Programme (EDP) – Need for EDP – Objectives, Phases of EDP – Course Content and Curriculum of EDP – Evaluation of EDP – EDP Institutions in India and their functions – DIC, SISI, TCOs.

### UNIT IV

Project Management – Sources of a Business Idea, Concept of Project and Classification – Project Identification – Project Formulation - Elements – Project Report – Project Appraisal.

### UNIT V

Incentives and Subsidies – Incentives to Small Scale Industries – Benefits to Industrial Units located in Backward Areas – Industrial Estates .

### TEXT BOOK RECOMMENDED:

Entrepreneurial Development – C.B. GUPTA & SRINIVASAN. – Sultan Chand & Sons.

### BOOKS FOR REFERENCE:

Dynamics of Entrepreneurial Development – VASANT DESAI.

Entrepreneurship Development Principles, Policies and Programmes – P.SARAVANAVEL.

Entrepreneurship Development – GORDAN & NATARAJAN.