

SUBJECT CODE : MBECO5

Major Based Elective III Entrepreneurship Development

- Unit 1.** Entrepreneurship – Definition, Characteristics – Factors that influence Entrepreneurship development –Entrepreneurship in small scale and rural industries – Role of Cooperatives in E.D.P.
- Unit 2.** Entrepreneurship development programmes - Agencies for E.D.P. - Schemes and incentives for women and educated unemployment youth.
- Unit 3.** Project Formation and Planning - its significance - Financing agencies and Government - elements of project formulation - feasibility analysis - Techno Economic Analysis-market analysis and financial and cost benefit analysis.
- Unit 4.** Procedure and steps involved in establishing small scale village industries, licensing - Project formulation – Finance, marketing labour.
- Unit 5.** Prominent village and small scale industries in the region/district-operational features and problems – field visits – Entrepreneurial profiles of such industries.

References:

- 1) Baumbach C.M. & R.Manusco, *Entrepreneurship and Venture Management*, DBT Araporevale & Sons, Bombay, 1981.
- 2) Director of Industries, *A Guide to Small Scale Entrepreneurs*, Government of Tamil Nadu Chennai, 1985.
- 3) Holt, *Entrepreneurship*, Prentice Hall, New Delhi, 1982.
- 4) Rao. T.V. and Udai Pareek, *Developing Entrepreneurship – A Handbook, Learning systems*, Greeter Kailash, New Delhi, 1978.
- 5) Saravanavel P. *Entrepreneurship Development, Principles, Policies and Programmes*, Author, 1987.
- 6) Srinivasan, S.B. *A Practical Guide to Industrial Entrepreneurs*, Sultan chand & sons, New Delhi, 1981