

7 th Semester	RED7E001	Entrepreneurship Development	L-T-P 3-0-0	3 Credits
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Module I: (10 hours)

Entrepreneurship: Concept of entrepreneurship and intrapreneurship, Types of Entrepreneurs, Nature and Importance, Entrepreneurial Traits and Skills, Entrepreneurial Motivation and Achievement, Entrepreneurial Personality

Module II: (8 hours)

Entrepreneurial Environment, Identification of Opportunities, Converting Business Opportunities into reality. Start-ups and business incubation, Setting up a Small Enterprise. Issues relating to location, Environmental Problems and Environmental pollution Act, Industrial Policies and Regulations

Module III: (10 hours)

Need to know about Accounting, Working capital Management, Marketing Management, Human Resources Management, and Labour Laws. Organizational support services - Central and State Government, Incentives and Subsidies.

Module IV: (12 hours)

Sickness of Small-Scale Industries, Causes and symptoms of sickness, cures of sickness, Role of Banks and Governments in reviving industries.

Books:

- [1] Entrepreneurship Development and Management, Vasant Desai, HPH
- [2] Entrepreneurship Management, Bholanath Dutta, Excel Books
- [3] Entrepreneurial Development, Sangeeta Sharma, PHI
- [4] Entrepreneurship, Rajeev Roy, Oxford University Press

Digital Learning Resources:

Course Name: Entrepreneurship
 Course Link: <https://nptel.ac.in/courses/110/106/110106141/>
 Course Instructor: Prof. C Bhaktavatsala Rao, IIT Roorkee

Course Name: Entrepreneurship Essentials
 Course Link: <https://nptel.ac.in/courses/127/105/127105007/>
 Course Instructor: Prof. Manoj Kumar Mondal, IIT Kharagpur