

## **IMN404: ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT**

### **Module-I:**

Entrepreneurship; General concept; Definition; Entrepreneurial Culture; Theory of Entrepreneurship; Types of Entrepreneurship; Entrepreneurial trade and motivation; Entrepreneur and Professional manager; Process of Entrepreneurial Development.

### **Module-II:**

Starting a Small Scale Unit-Structure and Ownership; Establishment of Unit; Project Feasibility; Implementation; Tax benefits incentives and concessions.

### **Module-III:**

Financial management of small business- financial planning, long term finance, working capital management; cash management; Recommendation of various committees; Role of various institutions; Both financial and non-financial institutions.

### **Module-IV:**

Marketing strategy of small scale units-elements in marketing mix; Segmentation; Product-life cycle; Pricing; distribution channels; Export Promotion and Institutional support for marketing and exports.

### **Reference Books:**

- 1.Malhotra & Gupts, Management of Small-Scale Industries, Galgotia Pub. Co.
- 2.Desai & vasant, Management of Small-Scale Industries,Himalaya.
- 3.Desai, Dynamics of Entrepreneurial Development and management, HPH.