

SHHS3002 ENTREPRENEURSHIP DEVELOPMENT (3-0-0)

Course Objectives –

1. To explain concept of entrepreneurship and build and understanding about business situation in which entrepreneurs act.
2. To explain classification and type of entrepreneurs and the process of entrepreneurial project development
3. To discuss the steps in venture development and new trends in entrepreneurship.
4. The more focus is given on creativity and innovation.

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: (08 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.

Course Outcomes

After completion of this course, students

- CO1: will aware about foundation of entrepreneurship development and its theories
- CO2: will identify the type of entrepreneur and the steps involved in a entrepreneurial venture.
- CO3: will understand various steps involved in starting a venture and to explore marketing methods & new trends in entrepreneurship.
- CO4: Think creative and innovative

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