

HSSM3401 ENTREPRENEURSHIP DEVELOPMENT

Module I: Understanding Entrepreneurship 10Hrs

Concept of Entrepreneurship, Motivation for Economic Development and Entrepreneurial Achievement, Enterprise and Society
Why and how to start Business – Entrepreneurial traits and skills, Mind Vrs Money in Commencing New Ventures, Entrepreneurial success and failures, Environmental dynamics and change.

Entrepreneurial Process

Step by step approach to entrepreneurial start up

Decision for Entrepreneurial start up.

Module II: Setting up of a small Business Enterprise. 10Hrs

Identifying the Business opportunity - Business opportunities in various sectors, formalities for setting up small enterprises in manufacturing and services, Environmental pollution and allied regulatory and non-regulatory clearances for new venture promotion in SME sector.

Writing a Business plan, components of a B-Plan, determining Bankability of the project.

Module III: Institutional Support for SME. 10Hrs

Central / State level Institution promoting SME.

Financial Management in small business.

Marketing Management, problems & strategies

Problems of HRM – Relevant Labour – laws.

Sickness in Small Enterprises.

Causes and symptoms of sickness – cures of sickness.

Govt. policies on revival of sickness and remedial measures.

Reference Books:

1. Entrepreneurship Development, Small Business Enterprises, Chavantimath, Pearson.
2. Entrepreneurial Development, S.S. Khanka, S Chand
3. Entrepreneurship, Barringer BR, Ireland R.D., Pearson
4. Entrepreneurship, David H Holt, PHI
5. Entrepreneurship, Kurilko, D.F. and Attodgets RM, Cengage
6. The Dynamics of Entrepreneurial Development & Management, Vasant Desai, HPH.
7. Entrepreneurship, Roy, Oxford
8. Entrepreneurship, Hisrich, Peters, Shepherd, TMH