

3.2 A. PRINCIPLES OF ENTREPRENEURSHIP DEVELOPMENT

Lecture per Week: 4 hours

Max Marks: 80 (End Sem.) + 20 (IA) = 100

Exam Duration: 3 Hours

Objective : Provides an understanding of the scope of an entrepreneur, key areas of development, financial assistance by the institutions:

Units	Topics	No. of Periods
I.	Enterprise, Entrepreneur, Entrepreneur and Entrepreneurship- meaning, definitions, characteristics, functions and development. Importance of Entrepreneurship. Qualities of successful entrepreneur.	10
II.	New types of enterprises- manufacturing, service and franchise. large, medium and small scale industries- choice of ownership form for small enterprises.	10
III.	Women entrepreneurship- Meaning & Definition, characteristics, problems faced by Women entrepreneurs. Charms of being women entrepreneur – taking initiatives and personal responsibilities.	10
IV.	Creativity and innovations- Meaning and definition- exercises on creativity and innovation, techniques and methods of developing creativity and innovation.	10
V.	Problem solving techniques- Concept, meaning and definitions- exercises on problem solving in relation to entrepreneurship development.	10

Note: Skill Development: Visit an SSI's established preferably by Alumni of the college. Interact with them about the problems faced by them. Write a report on such visits.

Suggested Reference:

- 01 Ziemmeser Scarlorough : Entrepreneurship Development and Small Enterprises management, PHI, New Delhi.
- 02 Renu Arora & S. K. Sood: Fundamentals of Entrepreneurship and small Business Kalyani Publishers, New Delhi
- 03 Shankaraiah: Entrepreneurship Ideas in Action, Thomson Asia PTE Ltd., New Delhi
- 04 Greene : Entrepreneurship ideas in action. Thomsom Asia PTE Ltd., New Delhi
- 05 Dr. G. K. Warshney: Fundamentals of Entrepreneurship, Sahitya Bhavan, Agra.
- 06 S. S. Kanka : Entrepreneurship Development, Sultan Chand & Sons, New Delhi