

## Entrepreneurship

Course Code: EHM833

L-3, T-1, P-0, C-4

**Course Outcome:**

Upon completion of the course, students will be able to CO1. Gain knowledge and skills needed to run a business successfully

**Unit I :**

Entrepreneurship:

(Lectures 08)

Entrepreneur – Types of Entrepreneurs – Difference between Entrepreneur and Intrapreneur. Entrepreneurship in Economic Growth, Factors Affecting Entrepreneurial Growth.

**Unit II:**

Motivation:

(Lectures 08)

Major Motives Influencing an Entrepreneur – Achievement Motivation Training, Self-Rating, Business Games, Thematic Apperception Test – Stress Management, Entrepreneurship Development Programs – Need, Objectives.

**Unit III:**

Business:

(Lectures 08)

Small Enterprises – Definition, Classification – Characteristics, Ownership Structures, ~~Project Formulation~~, Steps involved in setting up a Business – identifying, selecting a Good Business opportunity, Market Survey and Research, Techno Economic Feasibility Assessment – Preparation of Preliminary Project Reports – Project Appraisal – Sources of Information, ~~Classification of Needs and Agencies~~ (Removed)

**Unit IV:**~~Financing and Accounting:~~

(Removed)

(Lectures 08)

~~Need – Sources of Finance, Term Loans, Capital Structure, Financial Institution, Management of working Capital, Costing, Break Even Analysis, Taxation – Income Tax, Excise Duty – Sales Tax~~ (Removed)

**E-Cell (Added part)**

Meaning and concept of E-cells, advantages to join E-cell, significance of E-cell, various activities conducted by E-cell.

**Communication**

Importance of communication, barriers and gateways to communication.

**Unit V:**

Support to Entrepreneurs:

(Lectures 08)

Sickness in small Business – Concept, Magnitude, Causes and Consequences, Corrective Measures – Business Incubators – Government Policy for Small Scale Enterprises – Growth Strategies in small industry – Expansion, Diversification, Joint Venture, Merger and Sub Contracting.

**Text Books:**

1. Khanka. S.S., "Entrepreneurial Development" S. Chand & Co. Ltd., Ram Nagar, New Delhi.
2. Donald F Kuratko. "Entrepreneurship – Theory, Process and Practice", Cengage Learning.

**References:**

1. Hisrich R D, Peters M P, "Entrepreneurship" 8th Edition, Tata McGraw-Hill.
2. Mathew J Manimala, "Entrepreneurship theory at cross roads: paradigms and praxis" 2nd Edition Dream tech.
3. Rajeev Roy, 'Entrepreneurship', Oxford University Press.
4. EDII "Faulty and External Experts – A Hand Book for New Entrepreneurs Publishers: Entrepreneurship Development", Institute of India, Ahmadabad.