

MCM-202 ENTERPRENEURSHIP DEVELOPMENT

Course Objective: The objective of the course is to impart knowledge to the learners about entrepreneurship and its importance in socio-economic development of the nation and to create interest among them for starting their own business.

Block-1 An overview of Entrepreneurship

Unit-1 Entrepreneurship: Need, Scope and Philosophy

Unit-2 Entrepreneurial traits and Types

Unit-3 Development of Entrepreneurship

Block-2 Entrepreneurial Process

Unit-4 Creativity, Idea Generation, Screening and Project Identification

Unit-5 Social Determinants of Entrepreneurial Growth

Unit-6 Issues in new enterprise management: Locational, environmental and Managerial

Block-3 Theories and Legal Issues

Unit-7 Theories of Entrepreneurship

Unit-8 Legal Issues for the Entrepreneur

Unit-9 Small and Medium Enterprises

Block-4 Entrepreneurship Planning

Unit-10 Enterprise Planning Process

Unit-11 Family and Non-Family Entrepreneur: Professionalism vs Family Entrepreneurs

Unit-12 Women Entrepreneurs: Challenges and Achievements

Block-5 Entrepreneurship Development in India

Unit-13 Entrepreneurship Development Programmes

Unit-14 Role of Various Institutions in Developing Entrepreneurship in India

Unit-15 Growth and Transition through Entrepreneurship.

Suggested Readings:

1. Anil Kumar, S., Poornima, S.C., Mini, K., Abraham and Jayashree, K. 2003.
2. *Entrepreneurship Development*, New Age International Publishers, New Delhi.
3. Gupta, C.B. 2001. *Management. Theory and Practice*. Sultan Chand and Sons, New Delhi.
4. Ind.u Grover. 2008. *Handbook on Empowerment and Entrepreneurship*. Agrotech Public Academy, Udaipur.
5. Khanka, S.S. 1. 999. *Entrepreneurial Development*, S. Chand and Co., New Delhi.
6. Mary Coulter. 2008. *Entrepreneurship in Action*. Prentice Hall of India Pvt. Ltd., New Delhi.
7. Mohanty, S.K. 2009. *Fundamentals of Entrepreneurship*. Prentice Hall of India Pvt. Ltd., New Delhi.
8. Prasad, R. 2003. *Entrepreneurship - Concepts and Cases*. ICFAI Publications, Hyderabad.
9. Sagar Mondal and Ray, G.L. 2009.- *Text Book of Entrepreneurship and Rural Development*. Kalyani publishers, Ludhiana.
10. Singh, D.1995. *Effective Managerial Leadership*. Deep and Deep Publications, New Delhi.
11. Vasanta Desai. 1997 *Small Scale Industries and Entrepreneurship*. Himalaya Publishing House, New Delhi.
12. Vasanta Desai. 2000. *Dynamics of Entrepreneurial Development and Management*.Himalaya Publishing House, New Delhi.