

Subject	ENTREPRENEURIAL DEVELOPMENT
Subject Code	UCMAM19/BM19/CM19
Nature	Major
SEMESTER	VI
Maximum Marks	75

Unit I

Concept of Entrepreneurship - Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs. Case Studies of Entrepreneurs

Unit II

Entrepreneurial Development – Agencies Commercial Banks – District Industries Centre – National Small Industries Development Organization – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI

Unit III

Project Management - Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities – Preparation of Project Report – Tools of Appraisal. Sample Projects of Entrepreneurs.

Unit IV

Entrepreneurial Development Programmes (EDP) – Role relevance, and achievements – Role of Government in organizing EDPs – Critical evaluation

Unit V

Economic development and entrepreneurial growth - Role of entrepreneur in economic growth – Strategic approach in the changing Economic scenario for small scale Entrepreneurs – Networking, Niche play, Geographic Concentration, Franchising/Dealership – Development of Women Entrepreneurship.

REFERENCE BOOKS

- 1.) Srinivasan N.P. – Entrepreneurial Development 2) Saravanavel – Entrepreneurial Development
- 3.) Vasant Desai – Project management 4) Jayashree Suresh – Entrepreneurial development
- 5.) Holt – Entrepreneurship – New Venture Creation 6) P.C. Jain – Handlook for New Entrepreneurs
- 7) . J.S. Saini & S.K. Dhameja – Entrepreneurship and Small Business
- 8) Dr. C.B. Gupta & Dr. S.S. Khanka – Entrepreneurship and Small Business

Question Paper Pattern

Pattern	Total Questions	To answer	Marks per Question	Total Marks
Section A	12	10	2	20
Section B	7	5	5	25
Section C	4	2	15	30

Instructions to Paper Setter:

Section-A: Minimum 2 Questions to be asked from each of the five Units

Section-B: Minimum 1 Question to be asked from each of the five Units

Section-C: Minimum 1 Question to be asked from any four Units