

## **MG6071 ENTREPRENEURSHIP DEVELOPMENT**

### DETAILED SYLLABUS

#### **OBJECTIVE:**

- To develop and strengthen entrepreneurial quality and motivation in students and to impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.

#### **UNIT I ENTREPRENEURSHIP**

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

#### **UNIT II MOTIVATION**

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**

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.

#### **UNIT IV FINANCING AND ACCOUNTING**

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.

#### **UNIT V SUPPORT TO ENTREPRENEURS**

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.

#### **TEXTBOOKS:**

1. S. S. Khanka, “Entrepreneurial Development” S. Chand & Co. Ltd., Ram Nagar, New Delhi, 2013.
2. Donald F Kuratko, “Entrepreneurship – Theory, Process and Practice”, 9th edition, Cengage Learning 2014.

#### **REFERENCES:**

1. Hisrich R D, Peters M P, “Entrepreneurship” 8th Edition, Tata McGraw-Hill, 2013.

## Diploma, Anna Univ UG & PG Courses

Notes

Available @

Syllabus

Question Papers

Results and Many more...

[www.AllAbtEngg.com](http://www.AllAbtEngg.com)

2. Mathew J Manimala, "Entrepreneurship Theory at Cross Roads: paradigms and Praxis", 2nd Edition Dream Tech, 2005.

3. Rajeev Roy, "Entrepreneurship" 2nd edition, Oxford University Press, 2011.

4. EDII "Faulty and External Experts – A Hand Book for New Entrepreneurs Publishers: Entrepreneurship Development", Institute of India, Ahmadabad, 1986.