

For Syllabus, Question Papers, Notes & many More

## **MF5074 ENTREPRENEURSHIP DEVELOPMENT**

### **DETAILED SYLLABUS**

#### **UNIT I ENTREPRENEURIAL COMPETENCE**

Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful, Entrepreneur – Knowledge and Skills of Entrepreneur.

#### **UNIT II ENTREPRENEURIAL ENVIRONMENT**

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations - International Business.

#### **UNIT III BUSINESS PLAN PREPARATION**

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital - Budgeting Project Profile Preparation - Matching Entrepreneur with the Project – Feasibility Report Preparation and Evaluation Criteria.

#### **UNIT IV LAUNCHING OF SMALL BUSINESS**

Finance and Human Resource Mobilization Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, IT startups.

#### **UNIT V MANAGEMENT OF SMALL BUSINESS**

Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units Effective Management of small Business.

#### **REFERENCES**

1. Hisrich, Entrepreneurship, Edition 9, Tata McGraw Hill, New Delhi, 2014
2. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, (Revised Edition) 2013.
3. Mathew Manimala, Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra, 2nd Edition ,2005

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4. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 1996.
5. P.Saravanavel, Entrepreneurial Development, Ess Pee kay Publishing House, Chennai 1997.
6. Arya Kumar. Entrepreneurship. Pearson, 2012.
7. Donald F Kuratko, T.V Rao. Entrepreneurship: A South Asian perspective. Cengage, 2012.

**OBJECTIVE**

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