

Course No. COM - 104

Entrepreneurship Development

Marks - 80

Block - I : Introduction to Entrepreneur and Entrepreneurship.

Unit - I : Entrepreneur and Entrepreneurship

This unit explains the definition of entrepreneur and entrepreneurship and the literature description of entrepreneur and entrepreneurship.

Unit - II : Entrepreneurs in small firms.

Deals with what is an entrepreneur and entrepreneurs in practice in small firms.

Unit - III : Differences

Shows the differences between entrepreneur and enterprise and entrepreneurs and managers.

Marks - 16

Block - 2 : Entrepreneurial Qualities and Traits, Competencies, Views and Theories

Unit - I : Qualities, Traits and Competencies

Deals with the qualities and traits of an entrepreneur and the entrepreneurial competencies of an entrepreneur.

Unit - II : Views on Entrepreneurship

Explain the different views on entrepreneurship put forwarded by Schumpeter, Walker and Drucker.

Unit - III : Entrepreneurial Theories

This unit discusses the theories of entrepreneurial supply and the theory of invisible cost or the theory of transaction cost.

Marks : 16

Block - 3 : Opportunity Analysis

Unit - I : Business Opportunities.

Highlights on identifying and evaluating business opportunities, project identification and classification, funds for starting a business and how to approach a leading institution for a term loan.

Unit - II : Institutions assisting entrepreneurs

Various institutions assisting entrepreneurs are put forwarded in this unit, such as the national small industries cooperation Ltd; small industries development bank of India; national bank for agriculture and rural development, national institute of small industry extension training etc.

Unit - III : Marketing

This unit covers the multiple aspects of distribution marketing decision-making in large companies, marketing/entrepreneurial decision-making in small firms and marketing practices in small firms.

16 - Marks

Block - 4 : Entrepreneurship Development Programmes

Unit - I : Entrepreneurship Development Programme

Deals with introduction of EDPs and module of existing EDPs

Unit - II : Content and Coverage of EDPs

Deals with content and process of existing EDPs and the coverage of the potential target group.

Unit - III : Strategies and Approaches

Explains the nature of enterprising activities and the various strategies and approaches for EDPs.

Marks - 16

Block - 5 : Entrepreneurship Development with special reference to North East

Unit - I : Entrepreneurship and Economic Development

Covering entrepreneurship and economic development; factors impeding the growth of entrepreneurship; how to encourage entrepreneurship, Suggested readings; Various Reports relating to North-East.

Unit - II : Reference of Entrepreneurship to the North East.

Brief profile of North East

Social and institutional issues, entrepreneurship development and EDPs, thrust areas, prospects, possible SSI.

Marks - 16