

UNIT I

Entrepreneur behaviour, Entrepreneur development, Entrepreneur management – Meaning, Concepts, Need for enterprise emergence and characteristics of an entrepreneur.

UNIT II

External Environmental factors – Economic, Social, Cultural, Technological, Situational and Legal requirements for establishment of a new unit Establishment of a small business – Identification of a sound enterprise, Feasibility report and Project proposal, Availability of raw materials, technology, skills and Record keeping.

UNIT III

Knowledge, Skill, Infrastructure and Policy support for entrepreneurship development. Marketing plan, market survey, methods of data collection, forecasting market demand, sustainability of enterprise. Technical Appraisal – Factors to be considered for technical appraisal and Personnel training.

UNIT IV

Financial Appraisal – Estimation of financial requirements, financial viability, cost benefit analysis, preparation of balance sheet

UNIT V

Project formulation- Project description, physical infrastructure, plant layout, pollution control, communication system, transportation, requirement of machinery and equipment, licensing procedures, tax assessment. Special issues relating to potentials and failure of enterprise in production, finance, marketing and SWOT analysis

Practical

- 1, 2 & 3 Exercise on Project – identification, preparation, management, implementation and evaluation
- 4 & 5 Identification of emerging enterprises in agricultural sector
- 6 Exercise on preparation of balance sheet
- 7 Exercise on cost benefit analysis
- 8, 9 & 10 Visit to two public sector enterprises to analyze and draw lessons
- 11 & 12 Visit to two private sector enterprises to analyze and draw lessons
- 13 & 14 Preparation of individual business plan
- 15 & 16 Presentation of enterprise and business plans

Reference Books

1. Entrepreneurship Development in India – by C. B. Gupta and N. P. Srinivasan
2. Entrepreneurial Development – by S. S. Khanka. S. Chand Company Pvt. Ltd. New Delhi
3. Text book of Project Management – by P. Gopalkrishnan and V. E. Ramamoorthy. McMillin Publishers India Ltd. New Delhi.