

ENTREPRENEURSHIP MANAGEMENT (MIP 204)

Scope

This course is designed to impart knowledge and skills necessary to train the students on entrepreneurship management.

Objectives:

On completion of this course it is expected that students will be able to understand,

- The Role of enterprise in national and global economy
- Dynamics of motivation and concepts of entrepreneurship
- Demands and challenges of Growth Strategies And Networking

THEORY

60 Hrs

1. **Conceptual Frame Work:** Concept need and process in entrepreneurship development. Role of enterprise in national and global economy. Types of enterprise - Merits and Demerits. Government policies and schemes for enterprise development. Institutional support in enterprise development and management. 12 Hrs
2. **Entrepreneur: Entrepreneurial motivation** - dynamics of motivation. **Entrepreneurial competency** - Concepts. Developing **Entrepreneurial competencies** - requirements and understanding the process of entrepreneurship development, **self-awareness, interpersonal skills, creativity, assertiveness, achievement, factors** affecting entrepreneur role. 12 Hrs
3. **Launching And Organising An Enterprise:** Environment scanning - Information, sources, schemes of assistance, problems. **Enterprise selection, market assessment, enterprise feasibility study, SWOT Analysis.** Resource mobilisation - finance, technology, raw material, site and manpower. Costing and marketing management and quality control. Feedback, monitoring and evaluation. 12 Hrs
4. **Growth Strategies And Networking:** Performance appraisal and assessment. Profitability and control measures, demands and challenges. Need for diversification. Future Growth - Techniques of expansion and diversification, vision strategies. Concept and dynamics. Methods, Joint venture, co-ordination and feasibility study. 12 Hrs




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- 5 Preparing Project Proposal To Start On New Enterprise 12
Project work - Feasibility report; Planning, resource mobilisation Hrs
and implementation.

REFERENCES

1. Akhauri, M.M.P.(1990): Entrepreneurship for Women in India, NIESBUD, New Delhi.
2. Hisrich, R.D & Brush, C.G.(1996) The Women Entrepreneurs, D.C. Health & Co., Toranto.
3. Hisrich, R.D. and Peters, M.P. (1995): Entrepreneurship - Starting, Developing and Managing a New Enterprise, Richard D., Inwin, INC, USA.
4. Meredith, G.G. etal (1982): Practice of Entrepreneurship, ILO, Geneva.
5. Patel, V.C. (1987): Women Entrepreneurship - Developing New Entrepreneurs, Ahmedabad EDII.




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