

MCM-602 ENTERPRENEURSHIP DEVELOPMENT

Course Objective: The objective of the course is to impart knowledge to the learners about entrepreneurship and its importance in socio-economic development of the nation and to create interest among them for starting their own business.

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| Block-1 | An overview of Entrepreneurship |
| Unit-1 | Entrepreneurship: Need, Scope and Philosophy |
| Unit-2 | Entrepreneurial traits and Types |
| Unit-3 | Development of Entrepreneurship |
| Block-2 | Entrepreneurial Process |
| Unit-4 | Creativity, Idea Generation, Screening and Project Identification |
| Unit-5 | Social Determinants of Entrepreneurial Growth |
| Unit-6 | Issues in new enterprise management: Locational, environmental and Managerial |
| Block-3 | Theories and Legal Issues |
| Unit-7 | Theories of Entrepreneurship |
| Unit-8 | Legal Issues for the Entrepreneur |
| Unit-9 | Small and Medium Enterprises |
| Block-4 | Entrepreneurship Planning |
| Unit-10 | Enterprise Planning Process |
| Unit-11 | Family and Non-Family Entrepreneur: Professionalism vs Family Entrepreneurs |
| Unit-12 | Women Entrepreneurs: Challenges and Achievements |
| Block-5 | Entrepreneurship Development in India |
| Unit-13 | Entrepreneurship Development Programmes |
| Unit-14 | Role of Various Institutions in Developing Entrepreneurship in India |
| Unit-15 | Growth and Transition through Entrepreneurship. |

Suggested Readings:

1. Anil Kumar, S., Poornima, S.C., Mini, K., Abraham and Jayashree, K. 2003.
2. *Entrepreneurship Development*, New Age International Publishers, New Delhi.
3. Gupta, C.B. 2001. *Management. Theory and Practice*. Sultan Chand and Sons, New Delhi.
4. Indu Grover. 2008. *Handbook on Empowerment and Entrepreneurship*. Agrotech Public Academy, Udaipur.
5. Khanka, S.S. 1. 999. *Entrepreneurial Development*, S. Chand and Co., New Delhi.
6. Mary Coulter. 2008. *Entrepreneurship in Action*. Prentice Hall of India Pvt. Ltd., New Delhi.
7. Mohanty, S.K. 2009. *Fundamentals of Entrepreneurship*. Prentice Hall of India Pvt. Ltd., New Delhi.
8. Prasad, R. 2003. *Entrepreneurship - Concepts and Cases*. ICFAI Publications, Hyderabad.
9. Sagar Mondal and Ray, G.L. 2009.- *Text Book of Entrepreneurship and Rural Development*. Kalyani publishers, Ludhiana.
10. Singh, D.1995. *Effective Managerial Leadership*. Deep and Deep Publications, New Delhi.
11. Vasanta Desai. 1997 *Small Scale Industries and Entrepreneurship*. Himalaya Publishing House, New Delhi.
12. Vasanta Desai. 2000. *Dynamics of Entrepreneurial Development and Management*.Himalaya Publishing House, New Delhi.