

# **Subject : Entrepreneurship Management.**

**Paper No – 305**

**ES – 3**

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## **Objectives:**

- 11) To develop a positive attitude and value for entrepreneurship.
- 12) To become aware of entrepreneurial opportunities and acquire the knowledge skill and competencies to run a business effectively.

## **Unit – 1**

- Innovation and entrepreneurship  
Introduction, meaning and characteristics of entrepreneurship, meaning and characteristics of innovation.
- Explanation of certain terms – invention, creativity, cottage industry, tiny industry, small scale industry, ancillary industry.
- Types of innovation – innovation, entrepreneurship and socio – economic development.

## **Unit – 2**

- a) Process of entrepreneurship development.
  - Introduction, factors affecting entrepreneurship conception of business enterprise, stages of entrepreneurship development, opportunities for entrepreneur in different activities.
- b) Opportunities and self assessment.
  - Introduction, identification of opportunities for business enterprises, types of opportunities, practical use of opportunities in business enterprise, self

assessment of entrepreneur, evaluation of available resources, new areas of business enterprise.

### Unit – 3

- a) Achievement motivation and entrepreneurial motivation.
  - Introduction, achievement motivation, achievement motivation and entrepreneurial motivation – entrepreneurship development games.
- b) Competence of entrepreneur.
  - Introduction, meaning and form of competence and entrepreneurial competence, competence of entrepreneur.

### Unit – 4

- a) Management of industrial unit – 1.
  - Introduction, definition and characteristics of management, functions of management, significance of management.
- b) Management of industrial unit – 2.
  - Introduction, (Marketing), definition and characteristics of marketing, market segmentation, pricing decision, direct selling, advertising, selection of media.

