

M.A.H.SC. – 104 Women's Entrepreneurship (core compulsory)

Objectives:

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

Unit 1:

1. Definitions of basic entrepreneurs, entrepreneurship , enterprise their inter relationship , self employment.
2. Behavioural , attitudinal and managerial competences needed for the successful management of a business enterprise.
 - Business ethics and responsibilities'

Unit 2: identification and evaluation of business opportunities.

1. Ideas and opportunities , brainstorming recognizing the needs and higher level wants .
2. Market research for selecting a product or a service for establishing a business.
3. Preparation of preliminary project report planning and preparations.

Unit 3:

1. Needs and importance of an organization and human resource planning(introduction and importance).
 - Types of ownership –relative merits and demerits factor influencing selection of choice of ownership.
 - SSI , Jiny units, ancillary , their role , need in the Indian context.
2. Project cost and its financing .
 - Types of cost : direct or indirect.
 - Fixed and variable.
 - Break even analysis.
 - Management of working capital

Unit 4:

1. financial requirements for fixed capital or working capital.
2. sources of finding loan –term and conditions RBI,IBBI,commercial banks , co operative bank etc.
 - govt. policy and entrepreneurship development for women in particular.

References books:

- ✓ Calvin A.K " encyclopedia of entrepreneurship " engle wood cliff prentice -1982.
- ✓ Vasant desai " entrepreneurship development volume 1,2,3.
- ✓ Shorba G.D "how start own S.S.I.