

ENTREPRENEURSHIP MANAGEMENT

Paper no. -HSRM- 101

CC – 1

Credits – 4+0=4

Sem. – 1 (M.Sc.R.M.)

Marks-100 +0 =100

Objectives

- To provide conceptual inputs regarding entrepreneurship management.
- To sensitise and motivate the students towards entrepreneurship management.
- To orient and impart knowledge towards identifying and implementing entrepreneurship opportunities.
- To develop management skills for entrepreneurship management.

Unit-1 Conceptual Framework

- concept, need and process in entrepreneurship development.
- Role of enterprise in nation and global economy
- Types of enterprise- Merits and Demerits
- Government policies and schemes for enterprise development
- Institutional support in enterprise development and management

Unit-2 The 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's role.

Unit-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

Unit-4 Growth Strategies &Enterprise networking

- Performance appraisal and assessment
- Profitability and control measures, demands and challenges
- Need for diversification
- Future Growth- Techniques of expansion and, vision strategies.
- Concepts and dynamics
- Joint venture, co-ordination and feasibility study

Reference

- Meredith,G.G. et al (1982): practice of Entrepreneurship,ILO, Geneva.
- Patel V.C. (1987): Women Entrepreneurship –Developing New Entrepreneurship
- Akhauri,M.M.P.(1990):Entrepreneurship for women in india, NIESBUD, New Delhi.
- Histrich, R.D. and peters, M.P.(1995): Entrepreneurship -Starting, developing and managing a New Enterprise, Richard D.,Irwin,INC, USA.
- Histrich, R.D. and Brush, C.G.(1986) The women Entrepreneurs,D.C. helth& Co. , Toronto.