

TMS – 506: ENTREPRENEURSHIP DEVELOPMENT

Credits: 3

Course Objectives:

1. To develop conceptual understanding of the concept among the student and comprehend the environment of making of an entrepreneur.
2. To appreciate the scope for entrepreneurship in tourism.
3. To understand about different types of businesses may be initiated
4. To know the formalities and procedures of starting a business
5. To understand different types of government schemes to start a business
6. To understand the opportunities and challenges of starting a business in India
7. To know the potential for women in India to start a business.

Course Outcomes:

- CO1:** Should be able to understand the importance of starting a business and able to do manage their own in future.
- CO2:** To guide others when starting a business in terms of formalities
- CO3:** To avail different government schemes when starting a business
- CO4:** To initiate and guide different types of small-scale industries
- CO5:** To be able to direct women in starting any sort of business ventures
- CO6:** To be able to frame strategies to overcome the challenges
- CO7:** To be able to think from the point of an employer than an employee

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT I: Entrepreneurship - Meaning, Definition and concept of Enterprise, Entrepreneurship and Entrepreneurship Development - Evolution of Entrepreneurship, Theories of Entrepreneurship. **Characteristics and Skills of tourism Entrepreneurship**, Concepts of Intrapreneurship, Entrepreneur v/s Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager, Role of Entrepreneurship in Economic Development, Factors affecting Entrepreneurship, Entrepreneurship opportunities in tourism- problems of Tourism Entrepreneurship.

UNIT II: Meaning and concept of Entrepreneurial Competency, Developing Entrepreneurial Competencies, Entrepreneurial Culture, Entrepreneurial Mobility, Factors affecting Entrepreneurial mobility, Types of Entrepreneurial mobility. Entrepreneurial Motivation: Meaning and concept of Motivation, Motivation theories, Entrepreneurship Development Program: Needs and Objectives of EDPs, Phases of EDPs, Evaluation of EDPs.

UNIT III: Role of Government in promoting Entrepreneurship, MSME policy in India, Agencies for Policy Formulation and Implementation: District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB), Financial Support System: Forms of Financial support, Long term and Short term financial support, Sources of Financial support, Development Financial Institutions, Investment Institutions.

UNIT IV Women Entrepreneurship: Meaning, Characteristic features, Problems of Women Entrepreneurship in India, Developing Women Entrepreneurship in India, Concept of Social Enterprise and Social Entrepreneurship - Social Entrepreneurs, Sustainability Issues in Social Entrepreneurship, Rural Entrepreneurship, Concepts of Entrepreneurship Failure, Issues of Entrepreneurial failure, Entrepreneurial resurgence, Reasons of Entrepreneurial Failure, Essentials to Avoid Unsuccessful Entrepreneurship.

UNIT V: Small Scale Enterprises, Characteristics & Relevance of Small-Scale Enterprises, Management performance, assessment and control in tourism enterprises - **Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization.**

UNIT VI: **Setting up a tourism enterprise - steps, procedures, licenses, registration etc.**

References:

1. A.K. Rai – Entrepreneurship Development, (Vikas Publishing)
2. Barringer M J - Entrepreneurship (Prentice-Hall, 1999)
3. Couger, C- Creativity and Innovation (IPP, 1999)
4. Holt - Entrepreneurship: New Venture Creation (Prentice-Hall) 1998.
5. Kakkar D N – Entrepreneurship Development (Wiley Dreamtech)
6. Lall & Sahai: Entrepreneurship (Excel Books 2 edition)
7. Nina Jacob, - Creativity in Organizations (Wheeler, 1998)
8. Peter F. Drucker (1985), Innovation & Entrepreneurship, Harper & Row, New York.
9. R.V. Badi & N.V. Badi - Entrepreneurship (Vrinda Publications, 2nd Edition)
10. Sehgal & Chaturvedi-Entrepreneurship Development (UDH Publishing edition 2013)