



MANGALORE UNIVERSITY

**Department of Commerce
MCom (HRD)**

CRS554: ENTREPRENEURSHIP DEVELOPMENT

Workload: 3 hours Lecture and 2 hours Tutorial per week: Total 4 Credits

Objective: To provide an introduction to entrepreneurship and its development process, environment and current scenario in India. To make the students aware of the importance of entrepreneurship opportunities available and challenges faced in the society.

Course Out Comes:

1. Provides an insight into institutional support to entrepreneurs and the project Management.

Unit -1: Introduction: Meaning, Definition and concept of Enterprise, Entrepreneurship and Entrepreneurship Development, Evolution of Entrepreneurship, Theories of Entrepreneurship. Characteristics and Skills of Entrepreneurship, Concepts of Intrapreneurship, Entrepreneur v/s Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager, Role of Entrepreneurship in Economic Development, Factors affecting Entrepreneurship, Problems of Entrepreneurship – Recent trends.

Unit -2: Entrepreneurial Competency and Development: 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 – Recent trends.

Unit -3: Institutions and Development of Entrepreneurship: Role of Government in promoting Entrepreneurship, MSME policy in India, Agencies for Policy Formulation and Implementation: District Industries Centres (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), SIDBI, RUDSET, MFI, SHGS, 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, MUDRA, Development Financial Institutions, Investment Institutions – Recent trends.

Unit -4: Women and Social 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, Family Business Entrepreneurship, Concepts of Entrepreneurship Failure, Issues of Entrepreneurial failure, Entrepreneurial

resurgence, Reasons of Entrepreneurial Failure, Essentials to Avoid Unsuccessful Entrepreneurship – Recent trends.

Unit -5: Business Ideas, project identification and formulation: Forms of Business Ownership, Issues in selecting forms of ownership, Environmental Analysis, Identifying problems and opportunities, Defining Business Idea, Planning Business Process, Project Management: Concept, Features, Classification of projects, Issues in Project Management, Project

Identification, Project Formulation, Project Design and Network Analysis, Project Evaluation, Project Appraisal, Project Report Preparation, Specimen of a Project Report – Recent trends.

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 Organisations (Wheeler, 1998)
8. R.V. Badi & N.V. Badi - Entrepreneurship (Vrinda Publications, 2nd Edition)
9. Sehgal & Chaturvedi-Entrepreneurship Development (UDH Publishing edition 2013)

