

MANGALORE  UNIVERSITY

CENTRE FOR WOMEN'S STUDIES

Open Elective Offered for Post Graduate Courses Under CBCS

Semester III

WS2 Women and Entrepreneurship Development

3 Credits

56 hours

Course Rationale:

- a. To introduce the meaning and the current status of women entrepreneurial status in India.
- b. Students to develop entrepreneurial motivation and skills and competencies.

Course Outcome :

- a. Knowledge on various procedures, supportive schemes and programmes, institutionalized support etc to women entrepreneurship development.
- b. prepare economically viable projects with practical visits to related enterprises.

Unit – I

12 hours

Introduction

Meaning and Importance – Origin and Growth of Entrepreneurship -
Entrepreneurship and Economic Development –Social Entrepreneurship -

Defining Women Entrepreneurship -Factors influencing women entrepreneurship-Psychological factors Social factors -Economic factors- Environmental factors- Barriers and Constraints and challenges to Women Entrepreneurship- Industry-Business-Service Enterprises.

Unit -II

12 hours

Entrepreneurial Motivation and Gender Concerns

Women Entrepreneurship – Prospects-Entrepreneurial characteristics and skills- Maslow's Theory – Necessary skills, competencies and training for entrepreneurship -Steps to small and micro enterprise development , Business Communication Strategies- Balancing Business and Home- challenges- business stress and strategies to manage stress- support of family and State – Gender Concerns.

Unit- III

11 hours

Project Formulation and Financial Viability

Entrepreneurial Opportunity Guidance- Consulting Techno –Economic Survey- identification of prospective entrepreneurial activity- training and skill development , Assessing the raw material and infrastructure requirements- project formulation- State Industrial, Environmental, legal and taxation clearances, cash flow analysis – break even analysis – Risk and uncertainty .

Unit -IV

10 hours

Sales Promotion Techniques and Market Survey

Conducting Market survey- Methods of Market survey-Tools and techniques- choice of location, Market survey Analysis , e-commerce- online marketing – Quality and Customer feedback- Business and Labour

Relationship- Sub-Contracting and Outsourcing – Franchising- other methods of modern enterprise and services.

Unit- V

11 hours

Entrepreneurship Development Institutions, Schemes and Programmes for Women in India

Women Industrial Park and Estates, MSME-DI Schemes for Women- TREAD scheme- CFTRI- STEP NSIC-MSME-DI, EXIM bank, NBCFDC, Coir Board- Mahila Samakya-National Minorities Development Corporation – SIDCO, KVIC-District Industries Centre, Single Widow Clearance, Lead Bank- RSETI-NABARD- Regional Vacating Training Centres- PMKVY, PMEGP, and other self employment scheme and State Government Entrepreneurship Development schemes for Women-NGOs –AWAKE , WISE, MYRADA and other women supporting institutions. Industrial Visits as needed.

Reference Books

1. Scarleft T.Epstein - Economic Development and Social change in South India, Media, Promoters, Bombay, 1979.
2. Vanitha Vishwanath –NGO's and Women's Development in Rural South India-A Comparative Analysis –Vistaar, Delhi, 1993.
3. Hans Suger, Neelambar Hatti and Rameshwar Tandan 'Globalization, Technology and Trade in 21st Century, BR Publishes, Delhi 2001.
4. Hisrich Robert and Peters Michael – Entrepreneurship, Tata Mcgraw Hill, New Delhi 2002.

5. Vasanth Desai- Small Scale Industries and Entrepreneurship, Himalaya, Mumbai, 2003.
6. Nayan Barna-Women Entrepreneurship APH: New Delhi 2005.
7. Khanka S.S- Entrepreneurial Development -S. Chand: Delhi 2004.
8. Vasant Desai- Dynamics of Entrepreneurial Development and Management, Himalaya: Mumbai, 2003.

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Model Question Paper
Open Elective offered for Post Graduate
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Semester III
WS2 Women and Entrepreneurship Development

Time: 3 hours
Max Marks: 70

Section A

Note : All Questions are Compulsory
There are only Internal Choices

10×5 =50 Marks

Answer the following in 2-3 pages

1.a

Or

1b.....

2a.....

Or

2b

3a

Or

3b.....

4a.....

Or

4b

5a.....

Or

5b.....

Section B

Write a short notes on any 4

5×4=20

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.