

C O N T E N T S

Unit 1

1. Entrepreneurship: An Introduction

- Introduction, Elements of Entrepreneurship, Determinants of Entrepreneurship, Importance of Entrepreneurship, Barriers To Entrepreneurship, Entrepreneurship And Creative Behaviour, Questions.

2. Dimensions of Entrepreneurship

- Introduction, Intrapreneur, Cultural Entrepreneurship, International Entrepreneurship, Net Entrepreneurship, Ecopreneurship, Social Entrepreneurship, Questions.

Unit 2

3. Micro, Small And Medium Enterprises

- Introduction, Essential Features And Characteristics of Micro Enterprise, Microenterprises And Micro Finance, Questions.

4. Management of Family Business In India

- Introduction, Questions .

5. Contemporary Role Models In Indian Business

- “Dhirubhai” Ambani , Sachin Bansal And Binny Bansal, Azim Hashim Premji, Ratan Naval Tata, Kumar Mangalam Birla, Questions.

Unit 3

6. Public And Private System of Stimulation

- Introduction, Long Term Infrastructure Contracts, Origins, Financing, Challenges

And Barriers, Conceptual Framework, Sustainable Vs. Sustainability Entrepreneurship, Questions.

7. Institutional Support To Small Entrepreneurs

- Introduction, Marketing Institutions And Assistance, Self-Help Groups, Questions.

8. Raising of Funds

- Angel Investor, Venture Capital, Venture Capital Financing, Private Equity Fund, Investment Features And Considerations For Private Equity Funds, Business Incubator, Questions.

Unit 4

9. Identification of Business Opportunities and Business Plan

- Introduction, Sources of Idea Generation, Business Plan, Questions.

10. Setting Up of An Enterprise

- Designing Business Process, Location, Location Analysis, Layout, Monitoring Progress of Planning, Questions.

11. Project Management

- Project Report, Elements of Project Report, Economic Viability And Marketability, Project Submission, Who Can Apply?, Project Appraisal, Methods of Project Appraisal, Questions.

Unit 5

12. Mobilising Resources For Start Up

- Introduction, Questions.

13. Preliminary Contracts

- Introduction, Vendor Contracts, Questions

14. Contract Management

Introduction, Basic Start-ups, Questions.