

Subject Code: 405

Subject Name: Business Entrepreneurship

Unit I

5 Hrs

Meaning of Entrepreneurship Development- Evolution of Entrepreneurship Development, Entrepreneurship development schemes, Career planning and Entrepreneurship

Unit II

10Hrs

Structural support to Entrepreneurship- Financial support – marketing – support- Consultative support- Personnel support Institutions lending support to various Banks, Foreign banks, Appraisal for term loans for Banks- choice of most suitable agency – approaching and institution for assistance

Unit III

12Hrs

Project Formulation- Need concept- significance and elements of project Formulation –Feasibility analysis- Project report-Project selection- Appraisal Format- Project identification and classification-meaning of Project-Project classification-Project identification Internal & External constraints-Project objectives-desk research and Techno-economic survey-Project life cycle.

Unit IV

12Hrs

Project Design and Network Analysis- Project design- Need for network analysis Network planning techniques- basic concepts in network analysis- construction of network diagram-CPM & PERT – Utility of network analysis.

Unit V

9 Hrs

Incentive and subsidies- Policy Initiatives meaning of Incentives and subsidies Need and problem of incentives- scheme of incentives –incentives under licensing subsidies consultancy services-subsidy for market studies-Adoption of indigenous technology – Machinery on hire purchase-special facility for imports- Transport subsidy- Incentives for SSI units- seed capital assistance- Industrial licensing – Registration of industrial units- Taxation benefits to SSI units.

Unit VI

12Hrs

Study of recent trends- Expansion of Entrepreneurship in globalized environment Liberalization and privatization-technocrats entrepreneurs-100% EOU's- business ethics- TQM, ISO, certifications, Benchmarking –JIT, Kaizen- Exim policies-Integrating environment with strategic management.

Books Recommended

1. Entrepreneurship and economic development : M.M.Karnik
2. Business Entrepreneurship : K.Aswathappa