

Innovations in Entrepreneurship Development(BOET-504)

Course Objectives	To acquaint with the fundamental concept of Entrepreneurship. It deals with basic theory of startups/businesses. It is important for the student to understand the value of pow Entrepreneurship and its operation.
Code	Course outcome
CO1	To describe Types of Entrepreneurs.
CO2	Describe basic operation and Major Motives of an Entrepreneur
CO3	Analyze Market Survey and Research.
CO4	Formulate a Good Business opportunity.

UNIT-1

Entrepreneur – Types of Entrepreneurs – Difference between Entrepreneur and Intrapreneur Entrepreneurship in Economic Growth, Factors Affecting Entrepreneurial Growth.

UNIT-2

Major Motives Influencing an Entrepreneur – Achievement Motivation Training, Self Rating, Business Games, Thematic Apperception Test – Stress Management, Entrepreneurship Development Programs – Need, Objectives.

UNIT-3

Small Enterprises – Definition, Classification – Characteristics, Ownership Structures – Project Formulation – Steps involved in setting up a Business – identifying, selecting a Good Business opportunity.

UNIT -4

Market Survey and Research, Techno Economic Feasibility Assessment – Preparation of Preliminary Project Reports – Project Appraisal – Sources of Information – Classification of Needs and Agencies.

TEXT BOOKS :

- Khanka. S.S., “Entrepreneurial Development” S.Chand & Co. Ltd.,Ram Nagar, New Delhi, 2013.
- Donald F Kuratko, “ Entrepreneurship – Theory, Process and Practice”, 9th Edition, Cengage Learning 2014.

REFERENCES :

- Hisrich R D, Peters M P, “Entrepreneurship” 8th Edition, Tata McGraw-Hill, 2013.
- Mathew J Manimala, “Enterprenuership theory at cross roads: paradigms and praxis” 2nd Edition Dream tech, 2005.
- Rajeev Roy, ‘Entrepreneurship’ 2nd Edition, Oxford University Press, 2011.
- EDII “Faulty and External Experts – A Hand Book for New Entrepreneurs Publishers: Entrepreneurship Development”, Institute of India, Ahmadabad, 1986.