

Course Code	Course Title	C	H	I	E	T
17P3KNM	<b>Entrepreneurial Skill Development</b>	4	60	25	75	100
<b>Learning Objectives</b>						
<ul style="list-style-type: none"> <li>• To know the concept of Entrepreneur, types and factors contributing motivating factors</li> <li>• To sensitize the importance of women in business and business opportunities for women entrepreneurs</li> <li>• To identify the business opportunities on Startups</li> <li>• To prepare a business project report independently</li> </ul>						
<b>Learning Outcomes:</b> Knowledge on entrepreneurship including women, ability to identify startup and prepare project report independently						

### **Unit – I Introduction to Entrepreneur & Entrepreneurship**

Meaning of Entrepreneur – Characteristics – Functions – Entrepreneur Vs Manager – Intrapreneur /Corporate Entrepreneur - Types of Entrepreneur – Motivating Factors – Entrepreneurial Competencies – Entrepreneur and Economic Development.

### **Unit – II Entrepreneurship**

Meaning – Definition – Factors stimulating Entrepreneurship – Factors affecting Entrepreneurship growth – Economic factor – Social Factors – Cultural Factors – Personality factors – Psychological and Sociological Factors. Theories of Entrepreneurship – Economic Theory - Social Theory – Psychological Theory – Motivational Theories.

### **Unit –III Women Entrepreneurs**

Concept of Women Entrepreneurship – Factors Influencing Women Entrepreneurs – Types – Differences between Men Entrepreneur and Women Entrepreneur - Role of Women Entrepreneurs – Business opportunities for Women Entrepreneurs – Growth of Women Entrepreneurship in India – Institutions supporting Women in Entrepreneurship - Problems – Remedial Measures.

### **Unit – IV Business Idea and Starts Ups**

Source of Ideas – Identifying a Business Opportunity – Defining Opportunity – Preliminary Evaluation – Start up Initiatives by Government – Mentors – Accelerators – Incubators – Sources of Finance for Start Ups – Failure of Start Ups – Strategies for Success of Start Ups – Start Up Innovation in India.

### **Unit – V Project Report**

Meaning – Importance – Precautions -Components – Contents of Project Report – General Information – Project Description – Market Potential – Capital Cost and Means of Finance – Source of Finance – Assessment of Working Capital Requirements – Economic and Social Consideration – Reasons for Failure of a Project – Preparation of Model Project Report.

### **Books for Study**

E.Gordon and K. Natarajan, *Entrepreneurial Development*, Himalaya Publishing House, Mumbai.

### **Books for Reference.**

1. Vasant Desai, *Entrepreneurship Development*, 2005, Himalaya Publishing House, New Delhi.
2. Jose Paul, N. Ajith Kumar, *Entrepreneurship Development*, 2003, Himalaya Publishing House, New Delhi.
3. Nandan, *Fundamentals of Entrepreneurship*, PHI Learning, New Delhi.
4. Dr. Jayashree Suresh, *Entrepreneurial Development*, Margham Publications, Chennai.
5. [www.investopedia.com](http://www.investopedia.com)