

Course Code	Course Title	C	H	I	E	T
17U4KAC4	Entrepreneurship Development and Start Ups	4	75	25	75	100
Learning Objectives						
<ul style="list-style-type: none"> • To know the concept of Entrepreneur, types and factors contributing motivating factors • To sensitize the importance of women in business and business opportunities for women entrepreneurs • To identify the business opportunities on Startups • To prepare a business project report independently 						
Learning Outcomes: Knowledge on entrepreneurship including women, ability to identify startup and prepare project report independently						

Unit – I Introduction to Entrepreneur

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 Factors – 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 Start Ups

Business Idea – Sources of Ideas – Identifying a Business Opportunity – Defining Opportunity – Preliminary Evaluation. Start ups – 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 Ups Innovation in India.

Unit – V Project Report

Meaning – Importance – Precautions - Components – Contents of Project Report – General Information – Project Description – Market Potential – Cost of Capital 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. Jayshree Suresh, *Entrepreneurial Development*, Margham Publication, Chennai.
2. S. Gawande, *Entrepreneurship and Skills Development*, Satyam Publishers and Distributors, Jaipur.
3. S.S. Khanka, *Entrepreneurial Development*, S.Chand, New Delhi.
4. Alpana Trehan, *Entrepreneurship*, Dreamtech Press, New Delhi.
5. www.investopedia.com