

Department	Economics	Class	II – M.A.		Semester	IV
Course Title	Entrepreneurship Development	Hours	Credit	CIA	External	Total
Course Code	18P4VME2	90	5	25	75	100

### Objectives

1. To assess the interdependent, fast changing and diverse world of entrepreneurship
2. To enhance leadership skill, curiosity to start new enterprise
3. To demonstrate ethical and professional responsibility by starting the business

### Learning Outcome

The entrepreneurship in the educational system it helps the students to learn the entrepreneurial skills

### Unit I Entrepreneurship

(18 hours)

Definition of entrepreneur – characteristics - qualities – types - functions – entrepreneurial competencies – entrepreneurship – environment for entrepreneurship – Phases of entrepreneurship – barriers to entrepreneurship – entrepreneurship and economic development – entrepreneurs in India.

### Unit II Rural Entrepreneurship and Women Entrepreneur

(18 hours)

Rural entrepreneurship – features of rural industry - types of rural Industry – modern insertion of rural Industry - problems in the growth of rural entrepreneurship – women entrepreneurs – qualities of women entrepreneur – role of women entrepreneur - functions – motivational factors - Problems of women entrepreneur - measures to overcome the problems of women entrepreneur – training programmes for women empowerment.

### Unit III Net work Analysis

(18 hours)

Introduction to PERT – application of PERT – advantages – limitations - critical Path Method (CPM) - Steps involved in CPM – advantages – limitations – distinction between PERT and CPM. SWOT analysis – usefulness of SWOT analysis.

### Unit IV Project Report and Appraisal

(18 hours)

Project formulation – factors involved in the project report – guidelines in the Preparation of report – significance of report - contents of report – economic and managerial aspects of report – project appraisal - methods of project appraisal - economic analysis – financial analysis – market analysis – technical feasibility and managerial competence.

### Unit V Institutional Support to Entrepreneurs

(18 hours)

National level Institutions - Entrepreneurs Development Institute of India (EDI) – National Institute of Small Industry Extension Training (NISJET) - National institute of Entrepreneurship and Small Business Development (NIESBUD), - The National Science and Technology Entrepreneurship Development Board (NSTEDB) – State Level Institutions - Centre for Entrepreneur Development - Tamil Nadu Small and Tiny Industries Association (TANSTIA) – District Industries Centers (DIC).

### **Text Books**

1. Theenathayalan.S (2016). Entrepreneurship Published by Vergal Publication Madurai.
2. S.Anil Kumar and K. Jayashree Entrepreneurship Development (2003) New Age International Publishers. New Delhi

### **References**

1. E.Gordon and K.Natarajan (2010), “Entrepreneurship Development”, Himalaya Publishing House, Mumbai.
2. K.Ramachandran (2009), “Entrepreneurship Developemnt”, Tata Mc-Graw Hill Educational Publishers Pvt. Ltd., New Delhi.
3. Sami Uddin (1990), “Entrepreneurial Development in India”, Mittal Publications, NewDelhi.
4. Kiran Sankar Chakraborty (2006), “Entrepreneurship and Small Business Development”, Mittal Publications, New Delhi.

### **Websites / e-books**

1. [https:// www. Entrepreneur.com](https://www.Entrepreneur.com).
2. roger cowdrey. [www.roger cowdrey.com](http://www.rogercowdrey.com)/<https://www.linkedin.com/Profile>