

MT 422 ENTREPRENEURSHIP DEVELOPMENT

Course Description & Objectives:

This subject provides an understanding of the role of an entrepreneur, factors influencing entrepreneurship, key areas of development, financial assistance by the institutions to the small and medium entrepreneurs.

Course Outcomes:

By studying this course, students will be:

- 1. familiar with concept of entrepreneurship development of entrepreneurship.*
- 2. understand development of a business plan and working systems of small as well as medium entrepreneurs.*
- 3. familiar with financing of entrepreneurship*

UNIT I: Entrepreneurship:

Concept, Traits, Characteristics, Functions, Types of Entrepreneurs- Role of Entrepreneurship in Economic Development

UNIT II: Entrepreneurship Development:

Factors Affecting Entrepreneurial Growth- Motivation for entrepreneurship, Entrepreneurship Development Programs –Objectives, Components & Achievements, Social Entrepreneurship.

UNIT III: Developing a Business Plan:

Project Planning - Business Plan- Meaning & Importance, Steps in writing Business Plan, Preparing Feasibility studies-Technical Feasibility, Financial, Economic & Market Feasibility. Meaning & Types of Intellectual Property Rights & implications of their infringements- (Patents, Trademarks & Copyrights).

UNIT IV: Role of Small & Medium Enterprises:

Meaning & Role, Contribution to GDP & Employment. Problems & Prospects of SMEs. Government Policy for SMEs- Protection, Promotion & Diversification.

UNIT V: Financing Of Small & Medium Enterprises:

Capital Structure, Sources of Finance, Break Even Analysis, Financial Assistance to SMEs, Latest Government Schemes relating to grants & subsidies to SMEs.

TEXT BOOKS:

1. S.KHANKA "Entrepreneurial Development" S. Chand & Co. Ltd. Ram Nagar New Delhi, Latest Edition 1999.
2. Hisrich R D and Peters M P, "Entrepreneurship" 6th Edition Tata McGraw-Hill, 2007.