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11. Blum, M. & Naylor, J. : Industrial Psychology, Harpar International Edition, 1985.
12. Katz, D. & Kahn, R.L. : The Social Psychology of Organizations, Tokyo, Wiley International.
13. Ganguli, H.C. : Structure and Process of Organisation.
14. शर्मा, रामनाथ : औद्योगिक मनोविज्ञान, केदारनाथ रामनाथ, मेरठ
15. ओझा : औद्योगिक मनोविज्ञान, (हिन्दी एण्ड इंग्लिश)
16. Jitendra Mohan (1988) : Motivations and Fatigue, Agra National Psychological Corporation.

PAPER-IX (C) ENTREPRENEURSHIP AND ENTREPRENEURIAL PSYCHOLOGY

UNIT-I

Concept of Entrepreneurship : Meaning and Nature
Methods of assessing Entrepreneurial Potential : Scope and Importance of Entrepreneurial Psychology.

Entrepreneurship and economic development, The economic theories of development and their limitations. The urge to improve. Achievement motivation and development motivation.

UNIT-II

Achievement motivation and its measurement.

Entrepreneurial behaviour with special reference to risks taking behaviour, creativity (innovative activity & creativity).

UNIT-III

Entrepreneur : Psychological characteristics : Entrepreneur as an Agent of Change.

Developing entrepreneurship through development of achievement motivation. The role of child rearing, ideological factors, mother dominance and education in the development of achievement motivation.

UNIT-IV

Theory of motive acquisition; Developing achievement motivation amongst adults. Social responsibility of small entrepreneurs, the achievement syndrome, self study. Goal setting and interpersonal support.

Achievement development programme. Nature of the effects of programme on the individual with special reference to the Indian Experiments.

UNIT-V

The role of Psychological education in development.

The process of adoption of innovations, stages in the process of adoption, measurement of adoption behaviour.

BOOKS RECOMMENDED :

1. Mc-Cielland, D.C. : The Achieving Society.
2. Mc-Cielland, D.C. : Motivating Economic Development Winter.
3. Rogers : Diffusion of Innovations.
4. Pareek : Motivational Pattern & Planned Social Change, National Social Sciences Journal, 1968.
5. Pareek and Chattopadhyay : Adoption Quotient : A measurement of Adoption. Behaviour Science, 1966, 2, 96-108.

6. Pareek and Singh : A paradigm of Sequential Adoption, Educational Review, 1968, 3(1), 89-114.
7. Harvey, Liebenstein : Supply of Entrepreneurship in M. Leading issues in Economic Development.
8. T.V. Rao & T.K. Moulik : Identification and selection of small scale entrepreneur. Indian Institute of Management, Ahmedabad.
9. Udai Pareek and T.V. Rao : Handbook of Entrepreneurship Development. Learning System, New Delhi.