

302 : Entrepreneurship Development

1. Introduction: The entrepreneur; Definition; Emergence of entrepreneurial class; Theories of entrepreneurship; Role of socio-economic environment; Characteristics of entrepreneur.
2. Promotion of a venture: Opportunities analysis; External environmental analysis-economics, social, and technological; Competitive factors; legal requirements for establishment of a new unit.
3. Raising of funds; Venture capital sources and documentation required, Social responsibility.
4. Entrepreneurial Development Programmes (EDP): EDP, their role, relevance, and achievements: role of Government in organizing EDPs; Critical evaluation.

Role of Entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries; Role in export promotion and import substitution

Suggested Readings:

1. Holt: Entrepreneurship-New Indian Experience; Prentice Hall of India
2. Pandey I. M: Venture Capital-The Indian Experience: Prentice Hall of India.
3. Prasanna Chandra: Project Preparation, Appraisal, Implementation; Tata McGraw Hill, New Delhi.
4. Siner A David: Entrepreneurial Megabooks; John Wiley and Sons, New York.
5. Srivastava S.B: A Practical Guide to Industrial Entrepreneurs; Sultan Chand and Sons, New Delhi.

Tandon B. C: Environment and Entrepreneur; Chugh Publications, Allahabad