

Semester – III
OPTIONAL GROUP
GROUP (C) – INDUSTRIAL
Paper – IVC

ENTREPRENEURSHIP AND ENTREPRENEURIAL PSYCHOLOGY-I

UNIT-I

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

UNIT-II

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

UNIT-III

Achievement motivation and its measurement.

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

UNIT-IV

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

Developing entrepreneurship through development of achievement motivation.

UNIT-V

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

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 Adoption Quotient: A measurement of
Chattopadhyay 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.
9. Udai Pareek and T.V. Rao Handbook of Entrepreneurship Development. Leaming
System, New Delhi.