Semester – IV

OPTIONAL GROUP

GROUP C – INDUSTRIAL

Paper – IV C

ENTREPRENEURSHIP AND ENTREPRENEURIAL PSYCHOLOGY-II

UNIT-I

Theory of motive acquisition; Developing achievement motivation amongst adults.

UNIT-II

Social responsibility of small entrepreneurs, the achievement syndrome, self study. Goal setting and interpersonal support.

UNIT-III

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

Unit – IV

The role of Psychological education in development.

UNIT-V

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(l), 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. Leaming System, New Delhi.