

Fundamentals of Entrepreneurship

Learning objective- The objective of this paper is to make the students understand the concept and various aspects of Entrepreneurship

Unit I

Meaning and importance of entrepreneurship Dimensions of entrepreneurship, entrepreneurship vs intrapreneurship, netpreneurship

Unit II

Family business in India, Role of business houses in the economy, Factors affecting success of entrepreneur

Unit III

Micro, Small and Medium enterprises, Start-ups, Access to Finance, Challenges before Start ups

Unit IV

Role of Self Help Groups, Business Incubators, Angel Investors, Venture Capital, Private equity fund

Unit V

Business Plans, Project presentations, Market Survey, Supply Chain Management

Books Recommended:

1. Fundamentals of Entrepreneurship, Sangram Keshari Mohanty, PHI, Delhi
2. Entrepreneurial Development, Vasant Desai, Himalya Publishing House