

ENTREPRENEURIAL MANAGEMENT



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Short Description

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Description

ENTREPRENEURIAL MANAGEMENT SOLVED PAPERS AND GUESS

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ABOUT THE BOOK

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5.1 ENTREPRENEURIAL MANAGEMENT

OBJECTIVE

The objective is to enable students to understand the basic concepts of entrepreneurship

and prepare
business plan to start a small industry.

Unit 1: ENTREPRENEURSHIP

Introduction – Meaning & Definition of Entrepreneurship, Entrepreneur & Enterprise – Differences

between Entrepreneurship, Entrepreneur & Enterprise – Functions of Entrepreneur – Role of Entrepreneur

for Economic Development - Factors influencing Entrepreneurship - Pros and Cons of being an

Entrepreneur – Differences between Manager and Entrepreneur – Qualities of an Entrepreneur – Types of

Entrepreneurs. Entrepreneurship Development- Need – Problems – National and State Level Institutions

Unit 2: SMALL SCALE INDUSTRIES

Small Scale Industries - Tiny Industries - Ancillary Industries - Cottage Industries – Definition – Meaning -

Product Range - Capital Investment - Ownership Patterns - Importance and Role played by SSI in the

development of the Indian Economy - Problems faced by SSI's and the steps taken to solve the problems -

Policies Governing SSI's

Unit 3: STARTING A SMALL INDUSTRY

Concept of Business opportunity, scanning the environment for opportunities, evaluation of alternatives

and selection based on personal competencies. - An overview of the steps involved in starting a business

venture – Location, Clearances and Permits required, Formalities, Licensing and Registration Procedures -

Assessment of the market for the proposed project - Importance of financial, technical and social feasibility of the project.

Unit 4: PREPARING THE BUSINESS PLAN (BP)

Business Plan, Importance of BP, Preparation of BP, Typical BP format - Financial aspects of the BP -

Marketing aspects of the BP - Human Resource aspects of the BP - Technical aspects of the BP - Social

aspects of the BP - Preparation of BP - Common pitfalls to be avoided in prep12 Hrs

Financial assistance through SFC's, SIDBI, Commercial Banks, KSIDC, KSSIC, IFCI, - Non-financial

assistance from DIC, SISI, EDI, SIDO, AWAKE, TCO, TECKSOK, KVIC - Financial incentives for SSI's

and Tax Concessions - Assistance for obtaining Raw Material, Machinery, Land and

Building and

Technical Assistance - Industrial Estates – Role and Types. Sickness: Meaning and definition of a sick

industry - Causes of Industrial Sickness - Preventive and Remedial Measures for Sick Industries

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