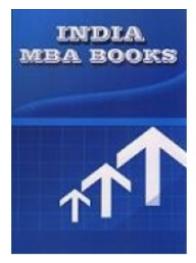
# Entrepreneurship Management SOLVED NOTES EBOOK CHAPTERWISE



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### PREVIEW OF CHAPTERS SYLLABUS

## **Entrepreneurship Management**

Unit - I

Entrepreneurship – Definition, Role and expectations –Entrepreneurial styles and types – Characteristics of the Entrepreneur –Functions of an Entrepreneur – Promotion of Entrepreneurship – Role of Socio-Cultural, Economic and Political Environment – Growth of Entrepreneurship in Pre and Post independence era – Constraints for the Growth of Entrepreneurial Culture.

**Unit - II** 

Entrepreneurial Motivation Theories - Entrepreneurial Competencies - Developing Competencies - Role of Entrepreneur. Development Programs - Assistance Programme for Small Scale Units - Institutional Framework - Role of SSI Sector in the Economy - SSI Units - Failure, Causes and Preventive Measures - Turnaround Strategies.

**Unit - III** 

Identification of Business Opportunity – Preparation of Feasibility Report – Financial and Technical Evaluation – Project Formulation – Common Errors in Project Formulation – Specimen Project Report

- Ownership Structures - Proprietorship, Partnership, Company, Cooperative, Franchise.

**Unit - IV** 

Corporate Entrepreneurship (Intrapreneurship) – Concepts –Need – Strategies - Corporate Practices – Select Cases – Dynamics of Competition – Plans for Survival and Growth.

Unit - V

Women Entrepreneurship – Need – Growth of women Entrepreneurship – Problems faced by Women Entrepreneurs – Development of women Entrepreneurship – Entrepreneurship in Informal Sector – Rural Entrepreneurship – Entrepreneurship in Sectors like Agriculture, Tourism, health case, Transport and allied services.

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