

# Entrepreneurship



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## Description

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**RATING OF BOOK: EXCELLENT**

## **ABOUT THE BOOK**

### **FROM THE PUBLISHER**

If you find yourself getting fed up and frustrated with other **Rohtak UNIVERSITY** book solutions now mehta solutions brings top solutions for **Rohtak UNIVERSITY Entrepreneurship REPORT** book contains previous year solved papers plus faculty important questions and answers specially for **Rohtak UNIVERSITY** .questions and answers are specially design specially for **Rohtak UNIVERSITY** students .

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**Entrepreneurship**

## **UNIT-I**

**Entrepreneurship: Concept, theories, process, factors impacting emergence of entrepreneurship, Growth of entrepreneurship environment in India, Role of entrepreneurship in economic development, Traits of successful entrepreneurs; Managerial vs. entrepreneurial approach, Entrepreneurial promotion in India.**

## **UNIT-II**

**Starting the venture: Creative thinking, Business idea**

**generation (Business cases on entrepreneurship),  
Environmental scanning pertaining to business idea:  
Feasibility study: Market feasibility, Technical/ Feasibility  
operations, financial feasibility, Project Report.**

### **UNIT-III**

**Functional Plans: Drawing a business plan, selecting  
organization type for business, Organization structure and  
Job designs, Designing financial plan: Investment, Incomes  
and Expenditure, Banking and Accounts, understanding  
profitability.**

### **UNIT-IV**

**Sources of Finance: understanding Financial Framework:  
Debt Equity Financing, Commercial banks, Venture  
Capital, Financial institutions supporting entrepreneurs,  
Angel investors. Understanding IPR: Patents,  
Trademarks, Copy rights, Trade secrets, Licensing,  
Franchising**