

**PAPER VB (Code No. 3306 B)**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

It provides exposure to the students to the entrepreneurial Culture and industrial growth so as to preparing them to set up and manage their own small units.

**COURSE CONTENTS**

**Unit – I**

Introduction : The entrepreneur, Definition, Emergence of Entrepreneurial class, Theories of entrepreneurship, Role of socio-economic environment, Characteristics of entrepreneur, Leadership, Risk taking, Decision-making and business planning.

**Unit – II**

Promotion of a Venture : Opportunities Analysis, External environmental analysis – economics, social and technological, competitive factors, Legal requirements for establishment of a new unit and raising of funds, Venture capital sources and documentation required.

**Unit – III**

Entrepreneurial Behaviour, Innovation and Entrepreneur, Entrepreneurial behaviour and Psycho-theories, Social responsibility.

**Unit – IV**

Entrepreneurial Development Programmes (EDP) : EDP, their role, relevance and achievements, Role of Government in organizing EDPS, Critical evaluation.

**Unit – V**

Role of Entrepreneur : Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economics growth, bringing about social stability and balanced regional development and industries, Role in export promotion and import substitution, forex earning and augmenting and meeting local demand.

**Suggested Readings:**

1. Holt : Entrepreneurship – New Venture Creation, Prentice Hall of India.
2. Prasanna Chandra : Project Preparation, Appraisal, Implementation, Tata McGraw Hill, New Delhi
3. Pandey I.M.: Venture Capital – The Indian Experience, Prentice Hall of India.
4. Srivastava, S.B.: A Practical Guide to Industrial Entrepreneurs, Sultan Chand & Sons, New Delhi.
5. Siner, A. David : Entrepreneurial Megabucks, John Wiley & Sons, New York.
6. Tandon, B.C. : Environment and Entrepreneur, Chugh Publications, Allahabad.