

Semester- Third
301. Entrepreneurship Development

1. Introduction: The Entrepreneur Definition, Characteristics, Theories of Entrepreneurship, Characteristics of Entrepreneur, Leadership, Risk Taking, Decision-Making.
2. Promotion of a Venture: Opportunity Analysis, Competitive Factors, Understanding of External Environment (Political, Socio-Economic, Legal, Ethical and Technological Environment) for Establishment of a new unit and Raising of Funds.
3. Venture Capital: Definition, Concept, Process, Stages, Rising of Funds- Venture Capital Sources and Documentations Required.
4. Entrepreneurial Development Programmes (EDP): Definition, their Roles, Relevance and Achievements, Role of Government in Organizing EDPS, Critical Evaluation, key EDP run by the Government in Rajasthan.
5. Role of Entrepreneur: Role of an Entrepreneur in Economic Growth as an Innovator, Generation of Employment Opportunities, Complimenting and Supplementing Economic Growth, Bringing about Social Stability and Balanced Regional Development of Industries, Social Responsibility of an Entrepreneur Role in Export Promotion and Import Substitution.

Suggested Readings:

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