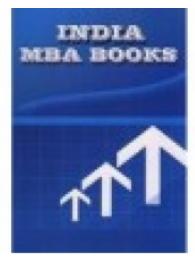
# INFRASTRUCTURE AND REAL ESTATE ENTREPRENEURSHIP



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INFRASTRUCTURE AND REAL ESTATE ENTREPRENEURSHIP



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**RATING OF BOOK: EXCELLENT** 

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## UNIT I ENTREPRENEURIAL COMPETENCE 9

**Entrepreneurship concept - Entrepreneurship as a Career - Entrepreneurial Personality -**

Characteristics of Successful, Entrepreneur - Knowledge and Skills of Entrepreneur.

## UNIT II ENTREPRENEURIAL ENVIRONMENT 9

**Business Environment - Role of Family and Society - Entrepreneurship Development Training and** 

Other Support Organizational Services - Central and State Government Industrial Policies and

**Regulations - International Business.** 

## UNIT III BUSINESS PLAN PREPARATION 9

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product -

Ownership - Capital - Budgeting Project Profile Preparation - Matching Entrepreneur with the

**Project - Feasibility Report Preparation and Evaluation** Criteria.

## **UNIT IV LAUNCHING OF SMALL BUSINESS 9**

Finance and Human Resource Mobilization Operations Planning - Market and Channel Selection -

Growth Strategies - Product Launching -Incubation,

Venture capital, IT startups.
UNIT V MANAGEMENT OF SMALL BUSINESS 9
Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business UnitsEffective Management of small Business.

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