

# Entrepreneurship



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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**

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