

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**