

# ENTREPRENEURSHIP DEVELOPMENT



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## **Description**

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**ENTREPRENEURSHIP DEVELOPMENT**

## **UNIT-I**

Concept of Entrepreneur and Entrepreneurship, Entrepreneur vs. Manager, Significance of Entrepreneurship in Economic Development; Economic, Social and Psychological needs for Entrepreneurship; Characteristics, Qualities and Pre-requisites of Entrepreneur; Rural Entrepreneurship.

## **UNIT-II**

The Function of the Entrepreneur in Economic Development of a Country; Methods and Procedures to start and expand one's own Business; Achievement Motivation; Environmental Factors affecting success of a new Business.

## **UNIT-III**

Feasibility Study -Preparation of Feasibility Reports: Selection of factory location, Economic, Technical, Financial and Managerial Feasibility of Project.

## **UNIT-IV**

Govt support to new Enterprise; Role of Government and Promotional agencies in Entrepreneurship Development, Entrepreneurship Development Programmes in India