**PCP8H001 ENTREPRENEURSHIP DEVELOPMENT**

**Module-I**

Entrepreneurship: Concept of entrepreneurship and intrapreneurship, Types of Entrepreneur,

Nature and Importance, Entrepreneurial Traits and Skills, Entrepreneurial Motivation and Achievement, Entrepreneurial Personality

**Module II**

Entrepreneurial Environment, Identification of Opportunities, Converting Business

Opportunities into reality. Start-ups and business incubation, Setting up a Small Enterprise.

Issues relating to location, Environmental Problems and Environmental pollution Act, Industrial

Policies and Regulations

**Module III**

Need to know about Accounting, Working capital Management, Marketing Management,

Human Resources Management, and Labour Laws. Organizational support services - Central

and State Government, Incentives and Subsidies.

**Module IV**

Sickness of Small-Scale Industries, Causes and symptoms of sickness, cures of sickness, Role of

Banks and Governments in reviving industries.

**Reference Book:**

1. Entrepreneurship Development and Management, Vasant Desai, HPH

2. Entrepreneurship Management, Bholanath Dutta, Excel Books

3. Entrepreneurial Development, Sangeeta Sharma, PHI

4. Entrepreneurship, Rajeev Roy, Oxford University Press