

# **ENTREPRENEURSHIP DEVELOPMENT AND MANAGEMENT**

## Week 1

1. Entrepreneurship: Concept and Definitions
2. Classification and Types of Entrepreneurs
3. Entrepreneurial Competencies

## Week 2

4. Traits / Qualities of Entrepreneurs
5. Manager vs Entrepreneur
6. Role of the Entrepreneur

## Week 3

7. Barriers in Entrepreneurship
8. Sole Proprietorship and Partnership Forms of Business Organisations
9. Small Business vs Startup

## Week 4

10. Critical Components for Establishing a Startup
11. Leadership: Definition and Need
12. Manager vs Leader, Types of Leadership

## Week 5

13. Definition and Significant Provisions of MSME Act
14. Importance of Feasibility Studies
15. Technical, Marketing, and Finance Related Problems Faced by New Enterprises

## Week 6

16. Major Labor Issues in MSMEs and Related Laws
17. Obtaining Financial Assistance through Various Government Schemes (PMEGP, PMMY)
18. Make in India, Start Up India, Stand Up India, NULM

## Week 7

19. Schemes of Assistance by Entrepreneurial Support Agencies: NSIC, NRDC

20. DC: MSME, SIDBI,

21. NABARD

Week 8

22. Commercial Banks, SFCs, TCO,

23. KVIB, DIC

24. Technology Business Incubator (TBI) and Science and Technology Entrepreneur Parks (STEP)

Week 9

25. Nature and Functions of Management

26. Management as a Process, Science and Art

27. Management Functions

Week 10

28. Management and Administration

29. Managerial Skills

30. Levels of Management

Week 11

31. Planning and Decision Making: Meaning and Definition

32. Steps in Planning Process

33. Approaches, Principles, Importance of Planning

Week 12

34. Advantages and Disadvantages of Planning

35. Types of Plans and Planning

36. Management by Objective

Week 13

37. Decision Making: Meaning and Characteristics

38. Organising and Organisation Structure: Meaning and Definition

39. Characteristics of Organising Process

Week 14

- 40. Need and Importance of Organising
- 41. Principles and Span of Management
- 42. Organisational Chart: Types, Contents, Uses, Limitations

Week 15

- 43. Factors Affecting Organisational Chart
- 44. Staffing: Meaning, Nature, Importance, Staffing Process
- 45. Manpower Planning, Recruitment, Selection, Orientation and Placement

Week 16

- 46. Training and Remuneration
- 47. Controlling: Meaning, Features, Importance, Control Process
- 48. Characteristics of an Effective Control System

Week 17

- 49. Co-ordination: Characteristics and Essentials
- 50. Market Survey and Opportunity Identification
- 51. Project Report Preparation

Week 18

- 52. Detailed Project Report: Technical, Economic and Market Feasibility
- 53. Common Errors in Project Report Preparations
- 54. Exercises on Preparation of Project Report