

## Elective (Generic) Course 1 Entrepreneurship Development

### LEARNING OUTCOMES:

- Have the ability to discern distinct entrepreneurial traits
- Know the parameters to assess opportunities and constraints for new business ideas
- Understand the systematic process to select and screen a business idea
- design strategies for successful implementation of ideas
- write a business plan

### UNIT I

(10 Periods)

Meaning, Needs and Importance of Entrepreneurship, Promotion of entrepreneurship, Factors influencing entrepreneurship, Features of a successful Entrepreneurship.

Forms of Business Organization, Project Identification, Selection of the product, Project formulation, Assessment of project feasibility.

Importance of finance / loans and repayments, Characteristics of Business finance, Fixed capital management: Sources of fixed capital, working capital its sources and how to move for loans, Inventory direct and indirect raw materials and its management.

### UNIT II

(13 Periods)

Meaning and Importance, Marketing-mix, product management – Product line, Product mix, stages of product like cycle, marketing Research and Importance of survey, Physical Distribution and Stock Management.

Meaning of International business, Selection of a product, Selection of a market for international business, Export financing, Institutional support for exports.

**Project Report on a selected product should be prepared and submitted.**

### SUGGESTED READING

Entrepreneurship: New Venture Creation : David H. Holt

Patterns of Entrepreneurship : Jack M. Kaplan

Entrepreneurship and Small Business Management: C.B. Gupta, S.S. Khanka, Sultan Chand & Sons.



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