



Dr. M.G.R.
Educational and Research Institute
University
(Deemed to be University U.F.A. of Govt. Act 1984)
Maduravoyal, Chennai - 95
(An ISO 9001 : 2008 Certified Institution)



Faculty of Humanities & Science
DEPARTMENT OF ENGLISH
B.A. English Full Time
Curriculum & Syllabus (2016 - 2017)

ENTREPRENEURIAL DEVELOPMENT

LTPC

Unit - I Concept of Entrepreneurship

Entrepreneurship - Meaning - Types - Qualities of an Entrepreneur - Classification of Entrepreneur - Factors influencing Entrepreneurship - Functions of Entrepreneurships.

Unit - II Entrepreneurial Development Agencies

Commercial Banks - District Industries Centre - National Small Industries Corporation - Small Industries Development Organisation - Small Industries Service Institute, All India Financial Institutions - IDBI - IFCI - ICICI - IRDBI.

Unit - III Project Management

Business idea generation techniques - Identification of Business Opportunities - Feasibility study - Marketing, Finance, Technology and Legal Formalities - Preparation of project report - Tools of Appraisal.

Unit - IV Entrepreneurial Development Programmes

Entrepreneurial Development Programmes (EDP) - Role, relevance and achievements - Role of Government in organisind EDPs - Critical Evaluation.

Unit - V Economic Development and Entrepreneurial Growth

Role of Entrepreneurs in Economic Growth - Strategic approaches in the changing Economic scenario for small scale Entrepreneurs - Networking. Niche play, Geographic Concentration. Franchising / Dealership - Development of Women Entrepreneurship.

Books:

1. **Dr. V. Balu** - ENTREPRENEURIAL DEVELOPMENT
2. **Dr. P.T. Vijayashree & Dr. M. Alagammai** - ENTREPRENEURIAL DEVELOPMENT

C. B. Palanisami

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