

ENTREPRENEURSHIP DEVELOPMENT AND MANAGEMENT

RATIONALE

Creating awareness regarding entrepreneurial traits entrepreneurial support system opportunity identification project report preparation & understanding of legal & managerial aspects can be helpful in motivating technical student to start their own small-scale business/enterprise.

DETAILED CONTENTS

(1) Entrepreneurship

- Concept/Meaning
- Need
- Competencies/Qualities of an entrepreneur

(2) Entrepreneurial Support System

- District industry centers (DICs)
- Commercial banks.
- State Financial Corporation
- Small industries Service institutes (SISIs). Small industries development bank of India (SIDBI), National bank of agriculture and rural development (NABARD), National Small industries corporation (NSIC) and other relevant institution/organizations at state level.

(3) Market survey and opportunity identification (business planning)

- How to start a small-scale industry.
- Procedures for registration of small-scale industry.
- List of items reserved for exclusive manufacture in small scale industry
- Assessment of demand and supply in potential areas of growth.
- Understanding business opportunity
- Considerations in product selection.
- Data collection for setting up small ventures.

(4) Project Report Preparation

- Preliminary project Report
- Techno-Economic feasibility report
- Project Viability

(5) Business Organizations

- Salient features of sole proprietary ship
- Partnership private and public limited companies
- Cooperative societies and public sector
- Role of public and private sectors in growth of economy and their social obligations towards society.
- Monopoly and price restrictions.

(6) Managerial aspects of small business

- Principles of management (Definition, functions of management viz. planning, organization, coordination and control.)
- Operational aspects of production.
- Inventory management

- Basic principles of financial management
- Marketing techniques
- Personnel management
- Importance of communication in business

(7) Legal aspects of small business

- Elementary knowledge of income tax, sales tax, patent rules, excise duty.
- Factory act and payment of wages act.

(8) Environmental Considerations

- Concept of ecology & environment
- Factors contributing to air, water, Noise pollution.
- Air, Water & noise pollution standards & control

(9) Industrial Safety and House Keeping.

- Magnitude and cost of accident
- Causes of accidents
- Job safety analysis
- Safety planning and its implementation safety education instructions and visual aids
- Obligatory provisions
- First aid
- Investigations of accidents
- Fire fighting, BIS, Standards
- Security watch and ward.

(10) Miscellaneous

- Human relations & performance in organization
- Industrial relation & Disputes
- Relations with subordinates peers & superiors
- Leadership
- Labor Welfare
- Workers participation in management

(11) Motivation

- Factors determining motivation
- Characteristics of motivation
- Methods of improving Motivation
- Incentives-pay, promotion, rewards