

1. Samson Eilon, "Elements of Production Planning and Control", Universal Book Corpn.1984
2. Elwood S.Buffa, and Rakesh K.Sarin, "Modern Production / Operations Management", 8<sup>th</sup> Edition, John Wiley and Sons, 2000.
3. Kanishka Bedi, " Production and Operations management", 2<sup>nd</sup> Edition, Oxford university press, 2007.
4. Melynk, Denzler, " Operations management – A value driven approach" Irwin Mcgraw hill.
5. Norman Gaither, G. Frazier, "Operations Management", 9th edition, Thomson learning IE, 2007
6. Jain. K.C & L.N. Aggarwal, "Production Planning Control and Industrial Management", Khanna Publishers, 1990.
7. Chary. S.N. "Theory and Problems in Production & Operations Management", Tata McGraw Hill, 1995.
8. Upendra Kachru, "Production and Operations Management – Text and cases", 1<sup>st</sup> Edition, Excel books 2007.

**MG6071**

## **ENTREPRENEURSHIP DEVELOPMENT**

**L T P C**  
**3 0 0 3**

### **OBJECTIVES:**

- To develop and strengthen entrepreneurial quality and motivation in students and to impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.

### **UNIT I ENTREPRENEURSHIP**

**9**

Entrepreneur – Types of Entrepreneurs – Difference between Entrepreneur and Intrapreneur  
Entrepreneurship in Economic Growth, Factors Affecting Entrepreneurial Growth.

### **UNIT II MOTIVATION**

**9**

Major Motives Influencing an Entrepreneur – Achievement Motivation Training, Self Rating, Business Games, Thematic Apperception Test – Stress Management, Entrepreneurship Development Programs – Need, Objectives.

### **UNIT III BUSINESS**

**9**

Small Enterprises – Definition, Classification – Characteristics, Ownership Structures – Project Formulation – Steps involved in setting up a Business – identifying, selecting a Good Business opportunity, Market Survey and Research, Techno Economic Feasibility Assessment – Preparation of Preliminary Project Reports – Project Appraisal – Sources of Information – Classification of Needs and Agencies.

### **UNIT IV FINANCING AND ACCOUNTING**

**9**

Need – Sources of Finance, Term Loans, Capital Structure, Financial Institution, Management of working Capital, Costing, Break Even Analysis, Taxation – Income Tax, Excise Duty – Sales Tax.

### **UNIT V SUPPORT TO ENTREPRENEURS**

**9**

Sickness in small Business – Concept, Magnitude, Causes and Consequences, Corrective Measures - Business Incubators – Government Policy for Small Scale Enterprises – Growth Strategies in small industry – Expansion, Diversification, Joint Venture, Merger and Sub Contracting.

**TOTAL : 45 PERIODS**

### **OUTCOMES :**

- Upon completion of the course, students will be able to gain knowledge and skills needed to run a business successfully.

### **TEXT BOOKS :**

1. Khanka. S.S., "Entrepreneurial Development" S.Chand & Co. Ltd., Ram Nagar, New Delhi, 2013.