

SARDAR PATEL UNIVERSITY
Programme: BBA (Tourism & Travel Management)
Semester: VII
Syllabus with effect from: June-2014
(Batch - 2011)

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| Paper Code: UM07CBBT01 | Total Credit: 3 |
| Title Of Paper: Entrepreneurship Development | |

| Unit | Description in Detail | Weightage (%) |
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| I | Entrepreneur Evolution of the concept Entrepreneur Types of Entrepreneurs Qualities of an Entrepreneur Role of Entrepreneurs in Economic development. Entrepreneur vs. Intrapreneur | 25% |
| II | Entrepreneurship The concept of Entrepreneurship Characteristics of Entrepreneurship Theories of Entrepreneurship Factors influencing Entrepreneurship Growth Causes of slow Growth of Entrepreneurship in India | 25% |
| III | Entrepreneurial Motivation & Development Theories of entrepreneurial motivation Maslow's Need Hierarchy Theory McClelland's Acquired Theory Motivating factors (Internal & external) Concept & role of EDP Role Of Government In Organizing Edp's | 25% |
| IV | Emerging areas of Entrepreneurship and Major Constrains Women Entrepreneurship Social Entrepreneurship Rural Entrepreneurship International entrepreneurship | 25% |

Basic Text & Reference Books:-

- Entrepreneurship Development by S.S.Khanka
- Entrepreneurship Development and Project Management by Neeta Baporikar
- Entrepreneurial Development in India by Gupta and Shrinivasan.
- Dynamics of Entrepreneurial development & Management by Vasant Desai, Himalaya Publications.
- Entrepreneurship by Robert Hisrich, Michael Peters ,Dean Shepherd

