

SARDAR PATEL UNIVERSITY
Programme & Subject: Master of E-Business (M.Eb)
Semester: II
Syllabus with Effect from: June-2010

Paper Code: PM02FMEB01	Total Credit: 4
Title Of Paper: Entrepreneurship Development	

Unit	Description in Detail	Weightage (%)
I	Fundamentals of Entrepreneurship: Meaning and definition; Difference between Entrepreneur & Manager; Difference between Entrepreneur & Intrapreneur; Difference between Entrepreneur & Entrepreneurship; Functions of Entrepreneur; Types of Entrepreneur; Qualities of successful entrepreneur; Entrepreneurial culture; Role of entrepreneurs in Indian economic development; Entrepreneurial pitfalls	25%
II	Entrepreneurial Motivation: Need; Motivating factors; Theories of entrepreneurial motivation (Need hierarchy and Need arc theory); Kakinada Experiment; Achievement motivation. Entrepreneurial Development: Role of Central Government and State Government in promoting Entrepreneurship; Role of agencies in the Entrepreneurship Development (DIC, EDII, NIESBUD, NEDB); Entrepreneurship Development Programme	25%
III	Creating Entrepreneurial Venture: Defining idea; searching and evaluating opportunities; planning of venture; environmental analysis and complying governmental procedures. Project Management: Concept and types of project; project formulation; Project feasibility analysis; project report; Estimating and Financing funds requirement (Schemes offered by various funding agencies like ICICI, IDBI, GSFC); venture capital funding	25%
IV	Social entrepreneurship: concept; need and importance in Indian economy. Women entrepreneurs: concept; role, problems and prospects of women entrepreneurship in India; reasons for poor growth; Case studies of successful, failed and turnaround entrepreneurial ventures.	25%

Basic Text & Reference Books:-

- Entrepreneurship Development by Gupta and shrinivasan.
- Entrepreneurship development by Vasant desai.
- Financial management by Khan & Jain.
- Project : Planning, Analysis, Selection , Implementation & Review by Prasanna Chandra

