

SARDAR PATEL UNIVERSITY
Programme: M.Sc (Home Science)
Subject: Textiles & Clothing
Semester: III
Syllabus with Effect from: June - 2013

Paper Code: PH03CHSC03	Total Credit: 4
Title Of Paper: Entrepreneurship Development	

Unit	Description in detail	Weightage (%)
I	Definitions of basic entrepreneurs, entrepreneurship, enterprise, their inter-relationship, self-employment. Behavioral, Attitudinal and managerial competences needed for the successful management of a business enterprise, Business ethics and responsibilities	
II	Women entrepreneurs – an overview Women in the labor force, women entrepreneurs current status Basic problems of women and problems of women entrepreneurs in India	
III	Identification and evaluation of business opportunities, Ideas and opportunities, brainstorming recognizing the needs and higher level wants – Maslow’s need hierarchy model, recognizing fads, interviewing people, identifying problems and converting them into business opportunities hobby as a business opportunity, waste recycling, and conducting a feasibility study, market research for selecting a product or a service for establishing a business, preparation of preliminary project report	
IV	Need and importance of an organization and human resource planning. Types of ownership salient features- relative merits and demerits, Factors influencing selection of choice of ownership SSI, tiny units, ancillary, their role in the Indian context. Project costs and means of finance: Types of costs- Direct, indirect, fixed and variable Breakeven analysis, management of working capital, Role of promotion mix for business success	
V	Financial requirements for fixed capital, margin money, working capital Sources of funding loan appraisal – terms and conditions. RBI, IDBI, SFCIFC, SIDBI, DIC, KVIC, Commercial banks, Co-operative banks etc. Government policy and entrepreneurship development in general and women entrepreneurs in particular, Role of other private and international organizations EDI, NIESBUD, NAYE, UNCTAD, UNDP, ILO, UNESCO etc.	

