



**MAHATMA GANDHI UNIVERSITY
NALGONDA
CHOICE BASED CREDIT SYSTEM (CBCS)
(With Effect from Academic Year 2016 -17)**

Entrepreneurship and Development (PD406)

Objective:

It Provide exposure to the students to the entrepreneurial culture and industrial growth so as to preparing them to set up and manage their own small units.

Unit – I:

Introduction: The entrepreneur-Definition; Emergence of entrepreneurial class; Theories of entrepreneurship; Role of socio –economic environment; Characteristics of entrepreneur; Leadership; Risk taking; Decision –making and business planning.

Unit-II

Promotion of a Venture: Opportunities analysis; External environment analysis –economic, social and technological; Competitive factors; legal requirements for establishing of a new unit and rising of funds; venture capital sources and documentation required.

Unit-III

Entrepreneurial Behaviour: Innovation and entrepreneur; Entrepreneurial behavior and psycho-theories, Social Responsibility.

Unit-IV

Entrepreneurial Development Programmes (EDP): EDP, their role, relevance and achievements: Role of Government in organizing EDPs: Critical Evaluation.

Books Recommended:

1. Entrepreneurial Development V.Gangadhar, S. NarasimhaChary, G. Naresh Reddy, P. Amarveni, K. Rajender.
2. Entrepreneurial Development- Khanna, S. Chand & Co.
3. Fundamental of Entrepreneurial Development – R.Saibaba, Kalyani Publishers.
4. The Dyanamic of Entrepreneurial Development and Management; Vasant Desai, 2007 ed., Himalaya Publishing House.
5. Entrepreneurial Development, S.B. Kanka, 2007, S. Chand & Co.
6. Financial Management – Khan & Jain, TMH
7. Entrepreneurship and Small Business Managemnt; Dr. CB. Gupta, Dr. S.S. Kanaka – Sultan Chand & Sons 2006.
8. Business Environment, RajnAgarwal, 2005, Excel Books.
9. Entrepreneurship New Venture Creation, David H. Hott, 2004. PHI.