

ENTREPRENEURSHIP



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PREVIEW OF CHAPTERS SYLLABUS

ENTREPRENEURSHIP

UNIT - I
Meaning of Entrepreneurship – characteristics, entrepreneurial structures – environmental factors affecting entrepreneurship, Barriers to entrepreneurship, - Socio-economic origins of entrepreneurship.
UNIT – II
Types of entrepreneurship – entrepreneurs – role of entrepreneurship in economic development – theories of entrepreneurial origin – A conceptual Model, views of Schumpeter etc.
UNIT – III
Entrepreneur – and enterprise – entrepreneurs and managers – traits of – true entrepreneur – behavioral patterns of entrepreneurs – women entrepreneur.
UNIT – IV
The motivating factors – entrepreneurship ambitions – compelling factors – facilitating factors the achievement motivation, search for a business idea, sources of idea, idea processing.
UNIT – V
All India financial and investment institutions – institutional infrastructure – dies – SIDO – SSIC – SIDCO

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