



STANLEY

COLLEGE OF ENGINEERING & TECHNOLOGY FOR WOMEN

(Approved by AICTE, New Delhi | Affiliated to Osmania University ,Hyderabad)

Address : Chapel Road, Abids ,Hyderabad

BIT 460

ENTREPRENEURSHIP

UNIT -I

Indian Industrial Environmental – Competence, Opportunities and Challenge. Entrepreneurship and Economic growth. Small Scale Industry in India, Objectives, Linkage among small, medium and heavy industries, Types and forms of enterprises.

UNIT -II

Identification and characteristics of entrepreneurs. Emergence of First generation entrepreneurs, environmental influence and women entrepreneurs. Conception and evaluation of ideas and their sources. Coice of Technology – Collaborative itneraction for Technology development.

UNIT -III

Project formulation, Analysis of market demand, Financial and profitability analysis and technical analysis. Project financing in India.

UNIT -IV

Project Management during construction phase, project organization, project planning and control using CPM, PERT techniques. Human aspects of project management. Assessment of tax burden.

UNIT -V

Behavioural aspects of entrepreneurs : Personality – determinants, attributes and models. Leadership concept and models. Values and attitudes. Motivation aspects. Change behavior. Time Management : Various approaches of time management, their strengths and weakness. The urgency addition and time management matrix.

Suggested Reading :

- 1) Vasant Desai, “Dynamics of Entrepreneurial Development and Management”, Himalayas Publishing House,1997.
- 2) Jprasanna Chandra, “Project –Planning, Analysis Selection, Implementation and Review”, Tata McGraw Hill Publishing Co. Ltd, 1995.
- 3) Stephen R. Covery and Roger Merrill A., “ First Things First”, Simon and Scheuster publication, 1994.
- 4) Sudha G.S, “ Organizational Behaviour”, National Publishing House,199