



# STANLEY

**COLLEGE OF ENGINEERING & TECHNOLOGY FOR WOMEN**  
( Approved by AICTE , New Delhi | Affiliated to Osmania University ,Hyderabad)  
Address : Chapel Road, Abids ,Hyderabad

ME 411

## ENTREPRENEURSHIP (Elective-II)

### UNIT-I

**Indian Industrial Environment** – competence; Opportunities and Challenges, entrepreneurship and Economic growth, Small Scale Industry in India, Objectives, linkages among small, medium and heavy industries, types and forms enterprises.

### UNIT-II

**Identification and characteristics of Entrepreneurs**, Emergence of First generation entrepreneurs, environmental influence and women entrepreneurs. Conception and evaluation of ideas, their sources and decision making, Choice of Technology – Collaborative interaction for Technology development.

### UNIT-III

**Project formulation**, Analysis of market demand, Demand supply gap, 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

**Behavioral aspects of entrepreneurs**: Personality – determinants, attributes and models, leadership concepts and models. Values and attitudes. Motivation aspects, change behavior.

**Time Management**: Various approaches of time management, their strengths and weaknesses. The urgency addiction and the time management matrix.

***Suggested Reading:***

1. Vasant Desai, *Dynamics of Entrepreneurial Development and Management*, Himalaya Publishing House, 1997.
2. Prasanna Chandra, *Project-Planning, Analysis, Selection, Implementation and Review*, Tata McGraw Hill Publishing Company Ltd., 1995.
3. B. Badhai, *Entrepreneurship for Engineers*, Dhanpathrai & Co., Delhi, 2001.
4. Stephen R. Covey and A. Roger Merrill, *First Things First*, Simon and Schuster, 2002.
5. Robert D. Hisrich and Michael P. Peters, *Entrepreneurship*, Tata McGraw Hill ed., 2002. 6. Sudha G.S., *Organizational Behavior*, National Publishing House, 1996.