



HIMACHAL PRADESH NATIONAL LAW UNIVERSITY, SHIMLA

Semester VI

(Batch 2018-19)

B.B.A. LL.B. (Hons.)

Paper Code.....

ENTREPRENEURSHIP DEVELOPMENT MANAGEMENT

Module-1

Entrepreneurship Development

- 1.1 Meaning, objectives, scope & philosophy
- 1.2 Types of entrepreneurs & factors affecting entrepreneurship
- 1.3 Entrepreneurial qualities, need for promotion of entrepreneurship & small business
- 1.4 Linkage between entrepreneurship and economic development, Problem of increasing unemployment
- 1.5 Creativity & entrepreneurship, harnessing locally available resources

Module-2

Project Report Preparation

- 2.1 Planning a small-scale industry & identifying business opportunity
- 2.2 Project report & its importance, various contents of project report
- 2.3 Managerial & entrepreneurial capabilities, socio-economic benefits
- 2.4 Demand analysis, technical feasibility and financial viability
- 2.5 Brief introduction to various types of product strategies, pricing strategies, channel strategies & promotional strategies

Module-3

Introduction to Production Management

- 3.1 Types of production systems
- 3.2 Production planning and control
- 3.3 Functions of production manager
- 3.4 Material management

- 3.5 Introduction to Human Resource Management (Manpower planning, recruitment, selection, placement, induction, training & development, compensation)

Module-4

Entrepreneurship Support System

- 4.1 Sources of finance
- 4.2 Working capital management
- 4.3 SIDBI, SISIs, SSIEC, SFCs, DICs, NSIC, EDI (Ahmadabad), NRDC, NIESBUD, PSIEC
- 4.4 Technical Consultancy Organizations
- 4.5 Self-help groups (SHG) and rural entrepreneurship

Prescribed Books

1. Chandra Prasanna, *Project: Planning, Analysis, Selection, Implementation & Review*.
2. Gopala Krishnan & V.E Rama Moorthy, *Project Management*.
3. Jose Paul and Kumar Ajith N., *Entrepreneurship Development and Management*.
4. Dollinger, *Entrepreneurship Strategies and Resources*.
5. Holt David H., *Entrepreneurship: New Venture Creation*.
6. Kuratko & Hodgetts, *Entrepreneurship Management: Theory, Process, Practice*.
7. Kenneth R., Van Voorthis, *Entrepreneurship and Small Business Management*.
8. B. Gupta & N.P. Srinivasan, *Entrepreneurial Development*.



**Dean Academic Affairs,
H.P. National Law University,
Shimla - 171014**