

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

Duration : 35 Hours

Exam Marks : 50

Objectives:

To enable students to understand the basic concepts of entrepreneurship and motivation and creativity and organization assistance of entrepreneur.

Module I: Introduction

10Hours

Meaning and Importance
 1.2 Evolution of term ‘Entrepreneurship’
 1.3 Factors influencing entrepreneurship’
 1.3.1 Psychological factors
 1.3.2 Social factors
 1.3.3 Economic factor
 1.3.4 Environmental factors
 1.4 Characteristics of an entrepreneur
 1.5 Entrepreneur and Entrepreneur
 1.6 Types of entrepreneur
 1.6.1 According to Type of Business
 1.6.2 According to Use of Technology
 1.6.3 According to Motivation
 1.6.4 According to Growth
 1.6.5 According to Stages
 1.6.6 New generations of entrepreneurship viz. social entrepreneurship, Edupreneurship, Health entrepreneurship, Tourism entrepreneurship, Women entrepreneurship etc.
 1.7 Barriers to entrepreneurship

Module II: Entrepreneurial Motivation

05Hours

Motivation
 2.2
 Maslow’s theory
 2.3. Herjburg’s theory
 2.4 McGragor’s Theory

 2.5 McClelland’s Need – Achievement Theory
 2.6 Culture & Society
 2.7 Values / Ethics
 2.8 Risk taking behavior

Module III: Creativity

05Hours

3.1 Creativity and entrepreneurship
 3.2 Steps in Creativity
 3.3 Innovation and inventions
 3.3.1. Using left brain skills to harvest right brain ideas
 3.3.2 Legal Protection of innovation
 3.4 Skills of an entrepreneur
 3.5 Decision making and Problem Solving (steps indecision making)

Module IV: Organisation Assistance

15Hours

- .1 Assistance to an entrepreneur
- 4.2 New Ventures
- 4.3 Industrial Park (Meaning, features, & examp
- 4.4 Special Economic Zone (Meaning, features & examples)
- 4.5 Financial assistance by different agencies
- 4.6 MSME Act Small Scale Industries
- 4.7 Carry on Business (COB) licence
- 4.8 Environmental Clearance
- 4.9 National Small Industries Corporation (NSIC)
- 4.10 Government Stores Purchase scheme (e-tender process)
- 4.11 Excise exemptions and concession
- 4.12 Exemption from income tax
- 4.13 Quality Standards with special reference to ISO
- 4.14 Financial assistance to MSME
- 4.15 Modernisation assistance to small scale unit
- 4.16 The Small Industries Development Bank of India(SIDBI)
- 4.17 The State Small Industries Development Corporation(SSIDC)
- 4.18 Export oriented units
- 4.18.1 Incentives and facilities to exports entrepreneurs
- 4.18.2 Export oriented zone
- 4.18.3 Export-Import Bank of India
- 4.19 Shilpabandhu-M Incentives for entrepreneurs 9reference to The West Bengal State Support for Industries Scheme 2008 & 2013
- 4.20 Other agencies for industrial assistance
- 4.20.1 West Bengal Electronics Development Corporation
- 4.20.2 ICICI West Bengal Infrastructure Development Corporation
- 4.20.3 West Bengal Industrial Infrastructure Development Corporation
- 4.20.4 Other Corporations with focus as specific segments
- 4.20.5 State Industrial Development Corporation (SIDC)

Scheme of Evaluation:

- **Conduct viva/ voice**
- **Give assignments/project**