

Dynamics of Entrepreneurial Development and Innovation

IC/103

Credits 3

- Unit 1 Introduction: Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, types of entrepreneurs. Introduction to innovation and entrepreneurial idea generation, identifying business opportunities. Skills/ traits required to be an entrepreneur (entrepreneurial competencies).
- Unit 2 Opportunity identification and selection: need, environmental dynamics and Change, Idea generation, opportunity /project identification, opportunity selection, creative and design thinking, types of business, selection location, steps for starting a small enterprise.
- Unit 3 Fundamentals of management: meaning & Characteristics, principles of management, introduction to marketing: concept of marketing, market segmentation, marketing mix, market planning and analysis, sources of finance, preparing business proposal: components and writing a proposal

Suggested readings

1. Dr. S.S. Khanka, *Entrepreneurial Development*, S Chand , New Delhi
2. Vasant Desai, *The Dynamics of Entrepreneurial Development and Management*, Himalaya Publishing House, New Delhi
3. Byrd Megginson, *Small Business Management An Entrepreneur's Guidebook 7th ed*, McGraw Hill
4. Fayolle, A. (2007) *Entrepreneurship and New Value Creation*. Cambridge, Cambridge University Press
5. John A. Pearce, Richard B. Robinson, Amita Mital, *Strategic Management Planning for Domestic and Global Competition*, McGraw Hill.