

BBA 308

ENTREPRENEURSHIP DEVELOPMENT

Max. Marks:100

External Assessment: 80

Internal Assessment:20

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks

Entrepreneurship- Meaning, Nature and Scope. Characteristics and Qualities of a Successful Entrepreneur. Relationship between Entrepreneurship Development and Economic Development. Entrepreneurship and Society. New Venture Development- Meaning and Stages. Sources of Financing Entrepreneurship. Evaluation of Role of Government and Non-Government Agencies in Promoting Entrepreneurship in India. Entrepreneurial Strategies and Business Plan. State Govt. schemes related Entrepreneurship Development.

Suggested Readings

Dollinger, MJ, Entrepreneurship- Strategies and Resources, Pearson Education.

Slevenson, Roberts And Groasbeck, New Business Venture and Entrepreneurs.

Desai, Vasant, Entrepreneurship Development, Himalaya Publishing House.

Gupta, C.B. and Srinivasan, P., Entrepreneurship Development, Sultan Chand & Sons.

Charanthimath, P.M., Entrepreneurship Development and Small Business Enterprise, Pearson Education.