(A60129) PRINCIPLES OF ENTREPRENEURSHIP  
(Elective -I)

Unit I:

Unit II:
Financing and Managing the new venture: Sources of capital, Record keeping, recruitment, motivating and leading teams, financial controls. Marketing and sales controls. E-commerce and entrepreneurship, Internet advertising- New venture Expansion Strategies and Issues.

Unit III:
Institutional financial support: Schemes and functions of Directorate of Industries, District Industries Centres (DICs), Industrial Development Corporation (IDC), State Financial Corporation (SFCs), Small Scale Industries Development Corporations (SSIDCs), Khadi and Village Industries Commission (KVICO), Technical Consultancy Organisation (TCO), Small Industries Service Institute (SISI), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI).

Unit IV:
Production and Marketing Management: Thrust areas of production management. Selection of production Techniques, Plant utilization and maintenance, Designing the work place, Inventory control, material handling and quality control. Marketing functions, market segmentation, market research and channels of distribution, Sales promotion and product pricing.

Unit V:

TEXT BOOKS:

REFERENCE BOOKS:
1. Vasant Desai, Dynamics of Entrepreneurial Development and