

THIRD EDITION

Entrepreneurship Development and Small Business Enterprises

Poornima M. Charantimath

The revised and updated Third edition of *Entrepreneurship Development and Small Business Enterprises* discusses how entrepreneurs can successfully manage their ventures in a highly dynamic and challenging environment. This book prepares students for life outside the classroom through case studies drawn from diverse sectors, profiles of successful entrepreneurs, and projects that promote analysis and decision making.

HIGHLIGHTING FEATURES

- Thorough coverage of the conceptual framework of entrepreneurship development and casual and effectual entrepreneurship.
- Each chapter begins with a picture serve as ice-breakers and narrate the key concepts of the chapter through a powerful story around an entrepreneur or company for better understanding of the chapter.
- New end-of-chapter activities and projects designed to promote effectual reasoning.
- Fourteen end-of-chapter case studies drawn from diverse sectors reflect current thinking and practice in the Indian context.
- Each chapter contains several boxes that highlight the latest developments, interesting stories and quotes of the entrepreneurs mentioned in the beginning of the chapter.
- The manufacturing and service sectors have been covered in greater detail by showcasing real-world examples and case studies from Indian and global enterprises.
- Online supplement consisting of instructors' manual and PowerPoint lecture slides to support interactive training and teaching.

Poornima M. Charantimath is professor and Head of the centre for Entrepreneurship Development at Karnataka Law Society's Institute of Management Education and Research, Belgaum.

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ISBN 978-93-530-6626-0



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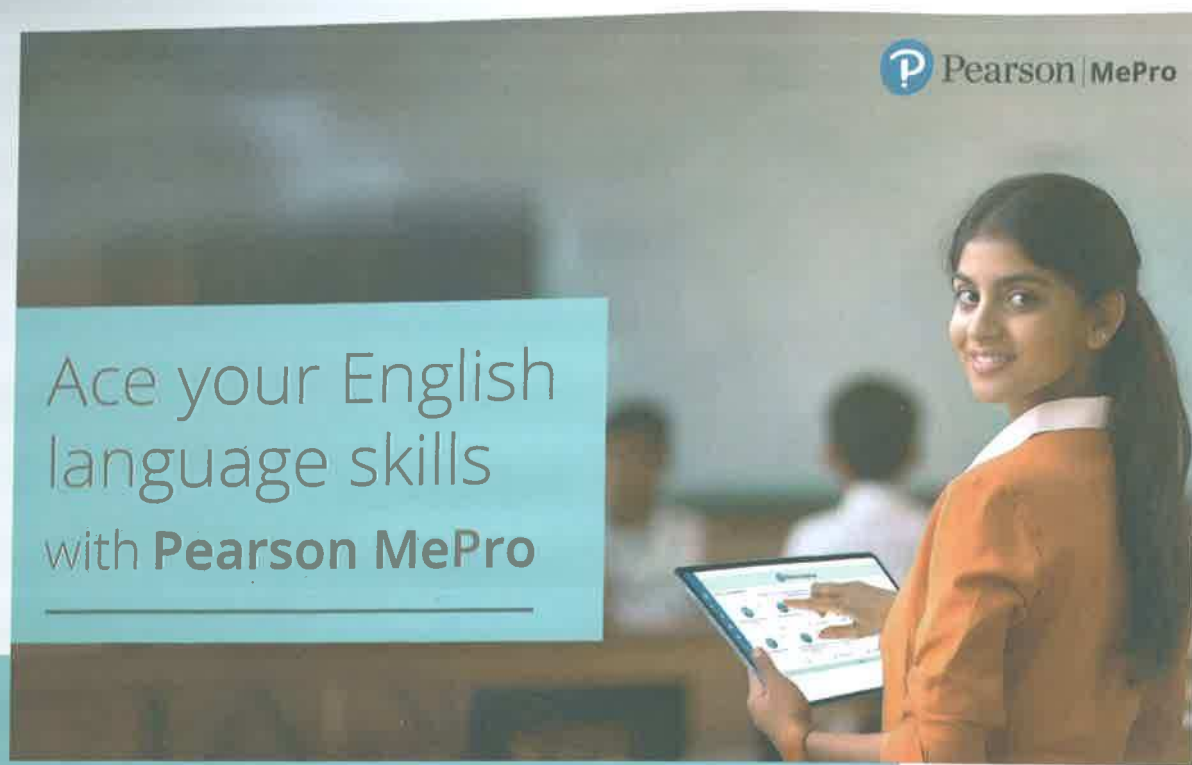
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Entrepreneurship Development and Small Business Enterprises



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Entrepreneurship Development and Small Business Enterprises

Third Edition

Poornima M. Charantimath

*Karnataka Law Society's Institute of
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ISBN 978-93-530-6626-0

First Impression, 2013
Twenty Fifth Impression, 2023
Twenty Sixth Impression, 2024

Published by Pearson India Education Services Pvt. Ltd, CIN: U72200TN2005PTC057128,

Head Office: 1st Floor, Berger Tower, Plot No. C-001A/2, Sector 16B, Noida - 201 301, Uttar Pradesh, India.

Registered Office : Featherlite, 'The Address' 5th Floor, Survey No 203/10B, 200 Ft MMRD Road, Zamin Pallavaram, Chennai – 600044.

Website : in.pearson.com; Email: companysecretary.india@pearson.com

Printed in India by Pushp Print Services

To my parents,
Late Sri. Veeresh Kambalimath
and
Smt. Ganga Kambalimath

About the Author

Poornima M. Charantimath is a Professor and Head of the Centre for Entrepreneurship Development & Research Centre at Karnataka Law Society's Institute of Management Education and Research, Belgaum. Dr. Charantimath has been actively involved in teaching, research, and consultancy in a distinguished career spanning more than 25 years.

She received her master's degree in management studies from the University of the West of England, Bristol, the United Kingdom, and her Ph.D. in management from the Department of Management Studies, Karnataka University, Dharwad.

Dr. Charantimath has served as Deputy Director at the Indian Institute of Materials Management, Bangalore, and Director at KLS Institute of Management Education and Research, Belgaum. She is a fellow of the Institution of Engineers (India) and served as a member of the Board of Studies at Visvesvaraya Technological University, Belgaum. She is also a Ph.D. guide for the research students of Jawaharlal Nehru Technological University, Hyderabad, Singhania University Rajasthan and Rani Channamma University, Belagavi. She is the author of Total Quality Management (Pearson Education, 2017). Dr. Charantimath has been awarded the Association of Overseas Technical Scholarship (AOTS) and has attended a workshop on total quality management and strategic management at Osaka, Japan. She has been recognized by the Deshpande Center for Social Entrepreneurship as a pioneering faculty member engaged in promoting entrepreneurship education. A recipient of the Distinguished Engineer Award from the Institution of Engineers, Belgaum, and the Achiever of the Year Award from Round Table India, she is also an assessor for the CII-EXIM Bank Award for Business Excellence and the Ramakrishna Bajaj National Quality Award. Dr. Charantimath has also conducted workshops, training programmes & research projects for several organizations such as Tata Motors, the Aditya Birla Group, Hindustan Life Care Limited and CREDAI.



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PROJECT

1. What are the various export promotion councils in India and how do they help in promoting opportunities for Indian marketers across the globe? Prepare a report on this.
2. Conduct a secondary data analysis to prepare a project report on the changes and evolution of organized retailing in India.
3. A company is planning to launch a branded lantern in the state of Karnataka. Prepare a marketing plan for the launch.

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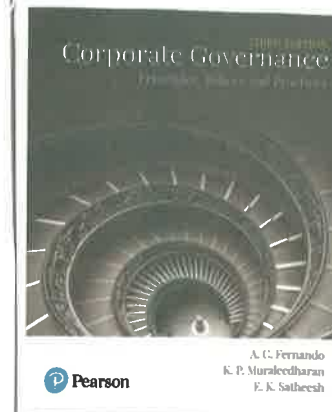
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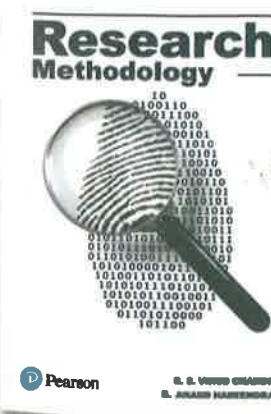
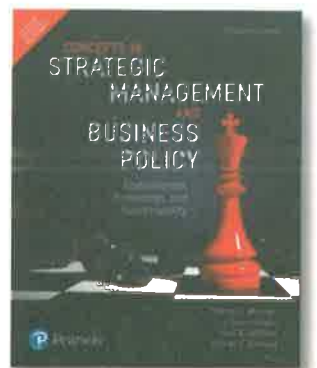
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