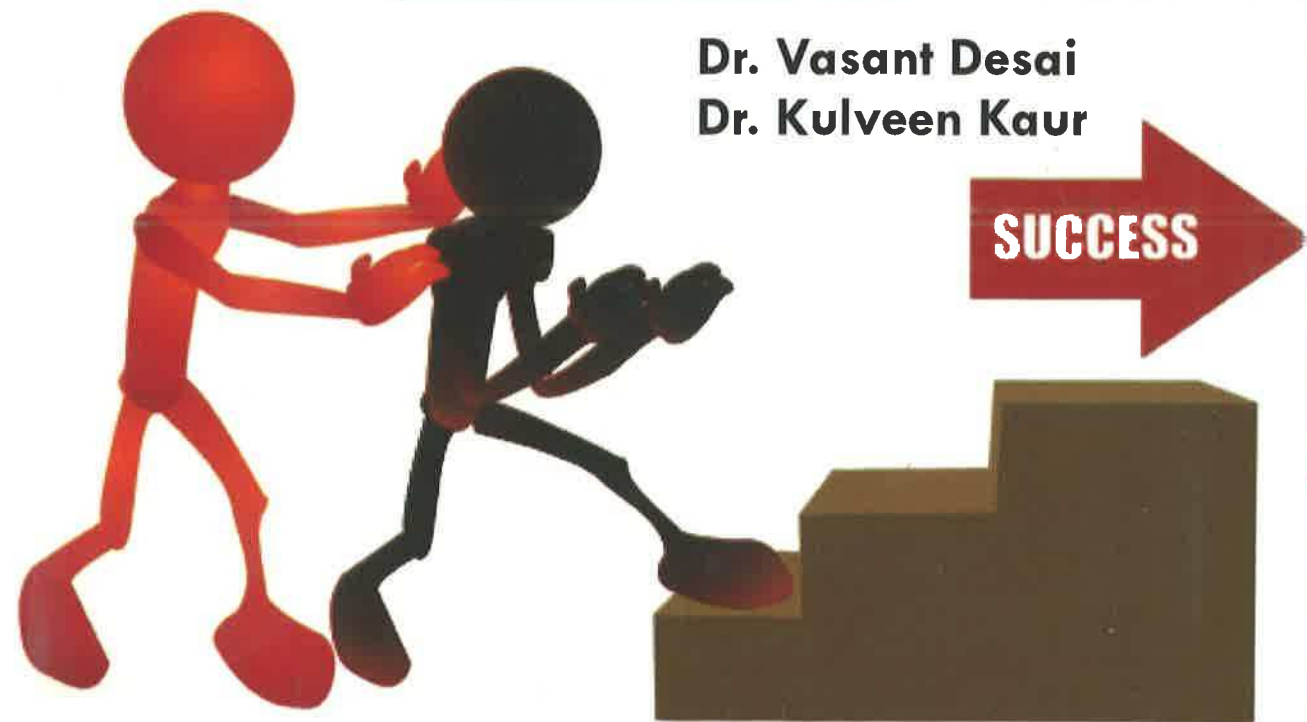


Entrepreneurship

Development & Management

Dr. Vasant Desai
Dr. Kulveen Kaur



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reface

In the 21st century, entrepreneurship has assumed great importance. The waves of economic liberalization and globalization have opened up several opportunities to the potential entrepreneurs in the industrial, service and agricultural sectors. The new millennium is the age of entrepreneurship. Entrepreneurship is the outlook of mind to seek opportunities, take calculated risks and receive benefits by setting up a venture. It includes several activities involved in conception, creation and running of an enterprise.

Entrepreneurial development and management has come to be recognised globally as the key to rapid and sustainable economic development. Indeed, the entrepreneur with their vision, passion, ability and innovative qualities lay down a strong foundation for sustainable growth.

Entrepreneurship management is basically concerned with the development, and coordination of entrepreneurial functions. An effective organisation, sound planning, proper coordination of business activities and rational decision-making are the important aspects of entrepreneurship management. The foundation of effective management needs both policy and strategy to be determined and made known.

Literature on entrepreneur development and management has been growing in recent years. Though there have been numerous articles in various journals on entrepreneurial development, especially in India and quite a few edited books containing articles on different aspects of the subject by different authors. This book is intended to help furnish the much needed information on this subject.

The purpose of the book is to describe the essential features of an entrepreneur and entrepreneurship to provide a sense of direction for planners and policy-makers, on the one end, and the emerging crop of young entrepreneurs, both men and women, educated, uneducated, professional and non-professional, to reap immense benefits and decide the future course of action, on the other. In fact, this book is not a fresh beginning nor is it the last word. Subsequent studies will elaborate on many of the issues raised here.

Outline of the Book

However the presentation of the subject is our own creation.

The study consists of 16 chapters grouped into 6 units:

Unit 1: Entrepreneur

Chapter 1: Concept of Entrepreneur

Chapter 2: Types of Entrepreneur

Chapter 3: Nature and Importance

Chapter 4: Entrepreneurial Traits and Skills

Unit 2: Entrepreneurship

Chapter 5: Concept of Entrepreneurship

Chapter 6: Entrepreneurial Motivation and Achievement

Unit 3: Setting Up a Small Enterprise

Chapter 7: Setting Up a Small Enterprise

Unit 4: Entrepreneurial Environment

Chapter 8: Entrepreneurship Environment

Chapter 9: Environmental Pollution Acts

Unit 5: Organising and Management

Chapter 10: Financial Management

Chapter 11: Accounting and Book-Keeping

Chapter 12: Marketing Management

Chapter 13: Human Resource Management and Labour Laws

Unit 6: Assistance for Entrepreneurship Development

Chapter 14: Sickness of SSIS

Chapter 15: Incentives and Subsidies

Chapter 16: Institutional Support

We do not make any claim to originality or comprehensiveness. Rather we have sincerely attempted to bring together the scattered literature on the subject. However, the presentation of the subject is my own creation.

In the preparation of this book, we have drawn heavily from the published works in the sphere of entrepreneurial development and management.

We hope that the students, teachers, the policy makers, entrepreneurs and others interested in the subject will find the study quite useful. We look forward to receive suggestions from them for improving the contents and presentation of this study.

Authors

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