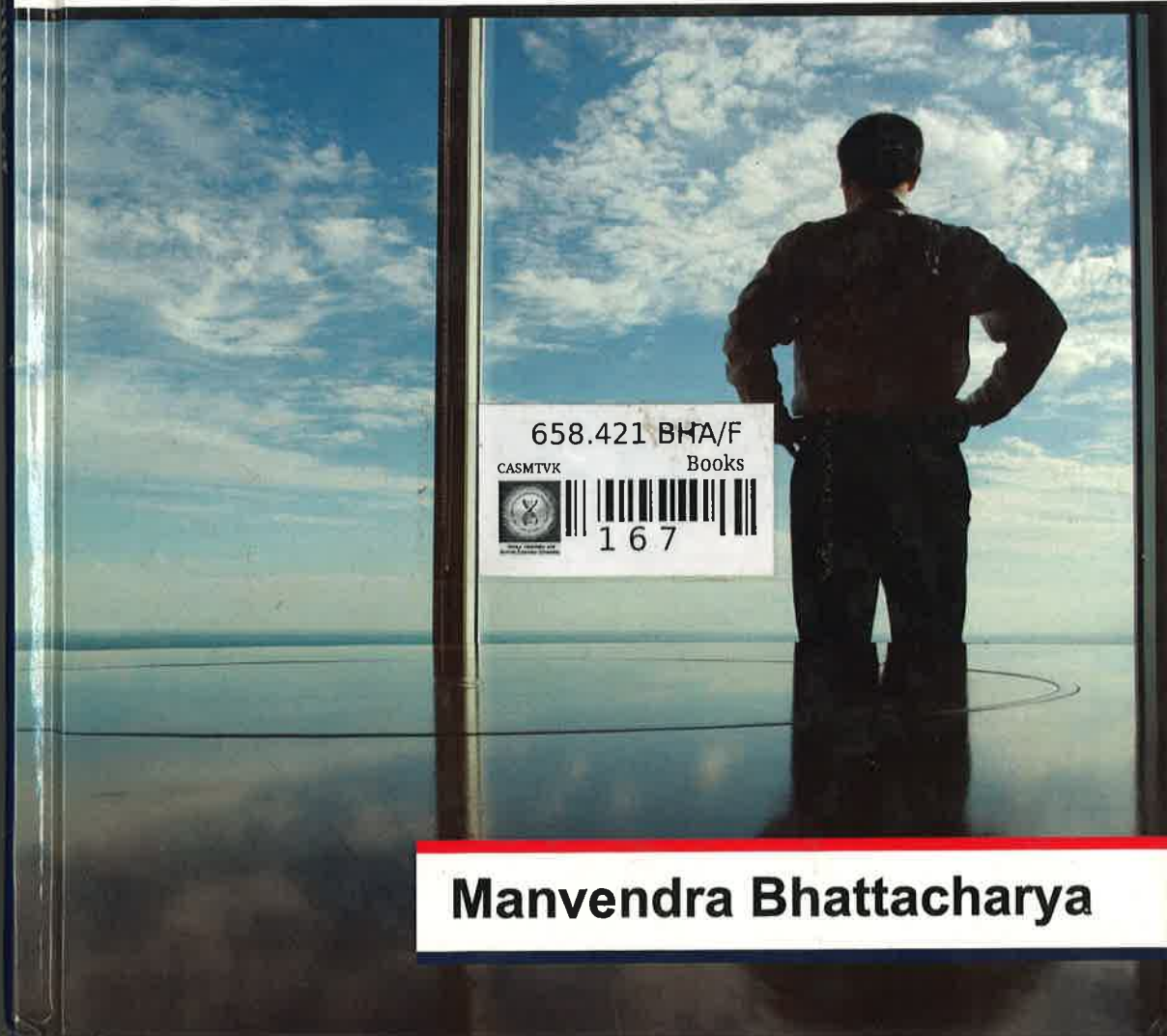


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Fundamentals and Essentials of Entrepreneurship

Manvendra Bhattacharya

This publication titled, "**Fundamentals and Essentials of Entrepreneurship**", provides readers with an introduction to entrepreneur and entrepreneurship with focus on concepts, typologies and elements. Attempts have been made towards understanding the field of study of entrepreneurial economics, finance and corporate business plan. The publication focuses on entrepreneurship education, counselling, course structure and follow-up actions. An overview of entrepreneur and entrepreneurship in India is described in detail.

Packed with facts and figures the following chapters make core of the study: Introduction to Entrepreneur and Entrepreneurship: Concepts, Typology and Elements; Entrepreneurial Economics, Finance and Corporate Business Plan: Towards a Field Study; Entrepreneurship Education, Counselling, Course Structure and Follow-up Actions; Entrepreneur and Entrepreneurship in India: An Overview; Appendix; Glossary and Bibliography etc.

Manvendra Bhattacharya had his M. Phil. in Geoinformatics with specialization In Digital Image Processing. He has done Post Graduate Diploma in Computer Applications from B.J.S Rampuria Institute of Management Studies where his interest included the areas of study like: Operating Systems and Data Base Management; Cryptology and Cyber Laws. He has also done professional course on Cyber Laws from the Indian Law Institute. Currently, he is completing Doctorate Degree in Geoinformatics from Geoinformatics. His other academic interests include Climate Change Modelling; Environmental Degradation; and Sustainability Science. He completed a course on "Sustainable Management of Ganga - A Scientific Approach" from IGNOU. He has also done his M.A. (English Literature).

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