

206 G BUSINESS ENTREPRENEURSHIP

1	Entrepreneur and Entrepreneurship	<p>Definition, Meaning- Functions of an Entrepreneur.</p> <p>Need and Importance of Entrepreneurship-</p> <p>Problem of Unemployment, Importance of Wealth Creation, Enterprise V/s Entrepreneurship – Self Employment V/s Entrepreneurship, Entrepreneurial Competencies, Qualities, Kakinada Experiment</p>
2	New Age Entrepreneur	<p>The Internet Entrepreneur:</p> <p>Definition, Advantages, How to Become a Successful Internet Entrepreneur (Example: Snap deal).</p> <p>Environmental Entrepreneurs (E2)- Concept, Importance (Example: Help V/s Green, Ecotemme Green Nerdes, Sustain Earth)</p> <p>Social Entrepreneurs- Meaning and Concept- goals of Social Entrepreneurs, Characteristics (Examples: DeAsra Foundation, Aaple Ghar).</p> <p>Artistic Entrepreneurs-Concept, Things Artists and Artistic Entrepreneurs Have in Common.</p> <p>Motivated Entrepreneurs- Concept and Meaning, ways for entrepreneurs to stay motivated.</p> <p>Failed Entrepreneurship-Meaning and Reasons for Failed Entrepreneurship.</p>
3	Creativity and Innovation	<p>Creativity- Meaning, Creativity Process, Techniques and Tools of Creativity.</p> <p>Innovation- Meaning, Sources of Innovation- Peter Drucker's Principles of Innovation- Do's and Don'ts of Innovation.</p>
4	Business Ethics and Social Responsibility of Business	<p>Business goals- Social Responsibility-Business Ethics Social Responsibility Towards Their Stakeholders: Investors-Owners Employees-Government and Society at Large. Leadership by Example.</p> <p>Code of Ethics- Ethical Structure Social Audit. Brief Introduction to Corporate Governance.</p>
5	Group Entrepreneurship	<p>Concept- Meaning and Significance- Individual Entrepreneurship V/s Group Entrepreneurship. Advantages and Disadvantages of Group Entrepreneurship.</p> <p>Self Help Group- Definition, Meaning and Evolution- Nature- Scope of SHG, Administration Functions and Operation of SHG's , Do's and Don'ts with suitable illustration of Self Help Group</p>
6	Various Entrepreneurial Opportunities	<p>Role of Service Sector in National Economy-</p> <p>Types of Service Ventures, Service Industry Management, Success Factors in Service Ventures Opportunities to Service Industry in Rural and Urban Areas, Distinction Between Service Industry and Manufacturing Industries</p>

7	Study of Entrepreneurs or Enterprises	1. Mr. Radhakishan Damani (D Mart) 2. Mr. Ritesh Agarwal (OYO Hotels) 3. Mr. Sanjeev Bhikchandani (Naukri.com) 4. Mumbaiiche Dabewale 5. Mr. Ratan Tata
8	Challenges in Entrepreneurship Development	Challenges- Social, Cultural, Educational, Political, Economical, International Situation, Cross Cultural Aspects. Measures and Challenges of Globalization and Entrepreneurship Development in India. Effect of Corona Virus on Entrepreneurship