

Entrepreneurship Management

Topics to be covered :

- 1.** Introduction to Innovation & Entrepreneurship & related Concepts
- 2.** Linking creativity , Entrepreneurship & Innovation
- 3.** Entrepreneurial Process & New Ventures
- 4.** Financing Entrepreneurship Journey
- 5.** Managing new Enterprise
- 6.** Understanding the Market
- 7.** Social Entrepreneurship & Innovation
- 8.** Technology innovation & Entrepreneurship
- 9.** Women entrepreneurship
- 10.** Test & Presentations

Reference Books:

1. Beyond Entrepreneurship - By James C. Collins, William C. Lazier
2. Entrepreneurship Management - By P. N. Singh, By J. C. Saboo
3. Dynamics of Entrepreneurial - By Vasant Desai
4. Entrepreneurship Development in India - By Bishwanath Ghosh
5. Literature Published by Support Institutions, viz i) SIICOM, ii)SIDBI, iii)MSSIDC iv)NSIC