Entrepreneurship Development By Cb Gupta | 6fbd0242a203783bb647bc0f6f4ac100

Entrepreneurial Development in Industry and Business Law – As per IP University Syllabus for BBA and B.Com.

Entrepreneurship Development and Small Business Enterprises

The Map To Your Entrepreneurial Journey

Social Exclusion and Inclusion of Women in India

Entrepreneurship Development and Small Business Enterprises

Entrepreneurship Development and Startups Management

Fin Services & Systems, 2E

ENTREPRENEURSHIP DEVELOPMENT – ECONOMIC AND SOCIAL ISSUES

ENTREPRENEURSHIP DEVELOPMENT Fundamentals of Entrepreneurship

Indian Books in Print

Becoming a Woman

Marketing Management, C.B. Gupta & N. Rajan Nair

Emerging Entrepreneurs

Green Productivity In Small And Medium Enterprises

Entrepreneurship Management (Text and Cases)

Electrical Engineering Projects | Electronics Engineering Projects | Other Engineering Projects

UNIT : I Entrepreneurship and Human Activities


Entrepreneurship Development


An entrepreneur is one of the important segments of economic growth as well as social growth. Basically, an entrepreneur is a person who is responsible for setting up a business or an enterprise in a society for social growth. In fact, he is one who has the initiative, skill for innovation and who looks for high achievements. He is a catalytic agent of change and works for the good of the society. According to Peter F. Ducker “Effective entrepreneurship is not making speeches or being liked; entrepreneurship is defined by results, not attributes.” That means he puts up new Greenfield projects that actually creates wealth, opens up employment opportunities and fosters other sectors. An entrepreneur is one of the most important inputs in the economic development of a country or regions within the country. Entrepreneurship development is getting a position of great importance for tackling ever-growing problem of unemployment due to rapid population growth. Entrepreneurship is a seed bed for industrialization. Economic development is the only solution for unemployment and poverty challenges. Entrepreneurship career should become a passion and choice of millennials to see our country in the map of developed countries. This book is an attempt to give an entrepreneurship input and the process is provided as simple as possible. Chapter 1: This chapter gives an overview of who is an entrepreneur, few interesting examples of entrepreneurs and their ventures, self-assessment questionnaire to analyze and self-discover. Chapter 2: Morning routines and its benefits presented with examples of entrepreneurs practicing the same. Chapter 3: Sources of business idea, generating ideas, checklist of identifying business opportunity is clearly given at beginners’ level. Chapter 4: Screening of business ideas and feasibility of the project is explained in a simple and understandable way. Chapter 5: Covers the support system extended by the government for starting a business. Finish reading, spring into action and begin the most enjoyable career.
opportunities for the growth of entrepreneurship and SSIs has also thrown up new challenges of building competitive strengths, introducing technology up-
gradation and quality improvement, and increasing productivity. Entrepreneurship Development and Small Business Enterprises examines these issues and 
offers valuable insight to students of this subject. It successfully reduces the gap between practical industry experiences and theoretical institutional studies 
by giving real and practical examples. In terms of becoming a successful bioentrepreneur, there is still much more to learn. There are many ways to learn the 
essential fundamentals of entrepreneurship, including through the mistakes of previous businesses and models. Increased knowledge and a better 
understanding of what works can be derived from these previous failures and mistakes. Additionally, learning from other bioentrepreneurs can help 
businesses run successfully. By looking deeper into business models, product development, the fundamental concepts of bioentrepreneurship, and the 
essential characteristics of bioentrepreneurs, one can become better equipped to understand the role of biological sciences in entrepreneurship, specifically 
the role of product development. Bioentrepreneurship and Transferring Technology Into Product Development provides a comprehensive understanding of 
the role of biological sciences, specifically in transforming technology into commercial product. This book compiles the theoretical and practical aspects of 
bioentrepreneurship and discusses the various factors, including creating business plans, acquiring funding, and successful business models. The chapters 
also cover areas such as small-scale product development, intellectual property rights, funding schemes for start-ups, and new prospective biotechnology 
product development. This book is essential for bioentrepreneurs, entrepreneurs, product developers, scientists, practitioners, researchers, academicians, and 
students interested in product development from a biological science perspective. This book is meant for BTech 7th semester course of all branches of 
Engineering of the Uttar Pradesh Technical University (UPTU). The book is of immense value for budding engineers to make them better managers and 
successful entrepreneurs. The book has been specifically written for those students who need a broad introduction to the whole field of enterprise, such as 
those who have chosen entrepreneurship as an elective paper for a Bachelor’s or a Master’s degree. KEY FEATURES • Questions and Examples: Wherever 
pertinent, chapters have Questions, Numerical Problems and Business Examples • Additional Illustrative Material: Relevant illustrations have been used as 
accompaniment to the text • Real-life Examples: These have been used in boxes to explain concepts further The purpose of this research is to examine the 
entrepreneurial ethics among small scale entrepreneurs. The study has been commenced with three objectives such as, measuring demographic background, 
entrepreneurial ethics in functional areas and developing entrepreneurial ethics. The study has been started with 100 small scale entrepreneurs and it is 
randomly selected. The required primary data was obtained by using a structured questionnaire design. The total number of questionnaires distributed was 
286, out of which 260 were returned. Descriptive research design was used for formulating the research study. The statistical tools used include simple 
percentage analysis, Kendall’s Coefficient of Concordance with the necessary hypothesis and T-test. The results showed that integrity is the most important 
factor while maintaining ethics among small scale entrepreneurs, it is followed by public spiritedness, accountability, transparency, honesty and fairness in 
the different functional areas. Kendall’s coefficient of concordance rejects null hypothesis and it stated that there is significance difference in ranking by the 
entrepreneurs as to different functional areas. Developing entrepreneurial ethics is mainly depend on straight forward mentality, responsiveness, support to 
all stakeholders, customer relationship and moral values. It can be concluded that entrepreneurial ethics is required so as to make better external ethical 
image, and to have a functional and credible business environment. Chapter 68 Women as Victims of Domestic Violence, Chapter 69 Self Help Groups and 
Empowerment Among the Tribal Women, Chapter 70 Social Exclusion of Girls—Remedial Measures, Chapter 71 Inclusive Education: National and 
International Scenario, Chapter 72 A Study on Competency Mapping of Women Teachers in Colleges in Madurai City, Chapter 73 “Women Into 
Educational Leadership and Management: International Differences?” , Chapter 74 Social Exclusion of Women in Poverty: A Situation Analysis, Chapter 75 
Premenstrual Syndrome (Pms) Among Hostel Students—A Study in Bharathiar University, Coimbatore, Chapter 76 ‘Untouchability’, the Economic
Exclusion of Dalits in India: With Special Reference to Dalit Women, Chapter 77 Oscillation Between Respect and Rejection—A Study Among Urban Elderly, Chapter 78 Gender Based Discrimination: Exclusion of Women in the Indian Labour Market, Chapter 79 Gender Discrimination in Education Among The Fishing Community, Chapter 80 Prevalence of Anemia Among Female Teacher Trainees in the Diet of Chennai District, Chapter 81 Challenges of Women Entrepreneurs in Theni District, Chapter 82 Literacy—A Key to Women’s Empowerment..The 19th edition reprinted in 2020 contains https://tinyurl.com/yb67waxu – Buying Roles Types of Buying Decisions Scope of Marketing Process of Marketing Management Profile of Rural Markets

Some of the distinctive features of the book are as follows: Learning Objectives to give a bird’s eye-view of the topics covered in each chapter. Lucid, concise and simple language. Real life illustrations from Indian industry. Liberal use of tables and diagrams to illustrate the text. Summary at the end of every chapter for quick revision. Case Study at the end of each chapter. Test Questions culled from examinations of various Universities and Business Schools. Select Bibliography for further study. We sincerely believe that there is always scope for improvement. Therefore, we invite suggestions for further enriching the book. Designed primarily as a textbook for undergraduate students of commerce, this accessible and easy-to-read text gives a clear exposition of the theory and practice of entrepreneurship. It exposes the readers to the entrepreneurial culture and industrial growth in India. The intricate theories involved in entrepreneurship are explained in a step-by-step manner, supported by a large number of tables and figures. The thorough discussion on promotion of venture and raising of funds is aimed at enabling the potential entrepreneurs to set up and successfully manage their own small business units. Separate chapters on Women Entrepreneurship and Rural Entrepreneurship make this text a class apart. Besides undergraduate students of commerce, students of management and EDP trainers will also find this text extremely useful. Above all, all those who are interested in and enthusiastic about setting up their own small units will find the book quite handy.

About the Book: Of late, academicians of technical education have felt the importance of "Management" and "Entrepreneurship". Engineers need to manage their departments/sections/subordinates, and Entrepreneurship helps the large pool of technical manpower in developing small-scale industries in high tech areas thereby contributing to the economy of the country. This book covers both 'Management' and 'Entrepreneurship'. The first chapters of this book deal with Management, Planning, Organizing and Staffing, Directing and Controlling. The last four chapters deal with Entrepreneurship, Small-Scale Industries, Institutional support and Project formulation. Adequate number of simple examples with which the students are familiar are included in each chapter. In addition, each chapter contains student learning activities to give the readers a chance to enhance the learning process. Though the book is written keeping in mind the syllabus of Visvesvaraya Technological University, yet it is useful for B.Com, BBM, DBM., PGDBM and MBA students also. Contents: Management Planning Organizing and Staffing Directing and Controlling Entrepreneurship Small-Scale Industries Institutional Support Preparation of Project. This Book Presents A Lucid Treatment Of A Wide Range Of Issues Involved In The Development Of Entrepreneurship. It Presents An Insight Into The Identification Of Business Opportunities, Creating A Venture And Financing And Managing It. The Book Further Explains The Choice Of Technology And Equipment, Man, Machine And Materials Management, Pert And Cpm And Quality Assurance. The Book Highlights The Various Legal Provisions Relevant To Entrepreneurship And Concludes With A Chapter On Social Responsibility And Business Ethics. With Its Wide Coverage And Step-By-Step Approach, The Book Would Serve As An Ideal Text For Various Undergraduate Courses On The Subject Including B. Com., B.A. And B.Sc. (Vocational), Bio-Technology, Bbm, Mba And To The Entrepreneurs. Entrepreneurship is becoming a sought after profession these days. More and more people get attracted to this due to varied reasons. The activities one needs to take up to form the enterprise, the factors to consider and the other related aspects remain by and large similar or same. Some typical needs for forming the enterprise and starting the operations require one to define the type of business entity, get funding, making the necessary business plans, getting ready with the go-to-market strategy and so on. While people use the trial and error method, many times, a successful role-model will motivate the budding entrepreneur more than anything else. Thus, this book is an attempt to
provide all the details for becoming an entrepreneur including ideation, proof of concept, design of the organisation, making the business plan, options for funding the business and role-models for looking up to. Becoming a Woman Entrepreneur can serve as a starter and become a handbook for a well-intentioned entrepreneur. As per IP University Syllabus for BBA and B.Com. (Hons.) Contents: Information Technology and Entrepreneurship Management, Factors Influencing Entrepreneurs in Rural India, Emerging Entrepreneurs in Rural India, IT Entrepreneurship Management in Digital Era, Government Assistance and Rural Employment Opportunities, Health Cooperative, Challenges to IT Entrepreneurs in India, IT A Money Spinner and Generator of Potential Employment, A Study on the Socioeconomic Factors Affecting Entrepreneurism in Rural Economy, Emerging Emphasis on Medicinal Plants to Motivate Rural Entrepreneurs, Entrepreneurs and Stress, Rural Employment Opportunities and Policy Initiatives, Impact of WTO on Rural Small Entrepreneur in India, The Development of Entrepreneurism, Future Entrepreneurism, Poverty Stricken Rural Entrepreneurs, Government Assistance and Entrepreneurial Development, Information Technology in Global Entrepreneurship, Floriculture Problems and Prospects, Institutional Support to Rural Entrepreneurs, Entrepreneurship Management Concepts and Information Technology, Contact Management Solution and Entrepreneurship Management, Role of IT on Entrepreneurship Development. The eBooks is authored by proficient Teachers and Professors. The Text of the eBooks is simple and lucid. The contents of the book have been organised carefully and to the point. In Indian context. Study conducted at fifty small scale enterprises in Hyderabad and Secunderabad, two cities of Andhra Pradesh, India. This edited volume brings together research on symbiotic themes of entrepreneurship, resource planning, and regional development and their impact on global-local business imperatives. Discussions in this volume critically analyze the convergence of entrepreneurship, innovation, technology, business practices, public policies, political ideologies, and consumer values for improving the global-local business paradigm to support regional development. This book also delves into contemporary entrepreneurship models, converging business strategies towards entrepreneurial and industrial alliance in manufacturing, services, and marketing organizations. It contemplates the development of new business models and hybrid entrepreneurial perspectives to match the changing priorities of regional economic development in developing countries. This volume offers scholars new entrepreneurial visions and business perspectives of industries in emerging markets, while presenting a more integrated view to enable companies to innovate for long-term profitability and sustainability. Entrepreneurship is the most important instrument of social and economic development. It is because of this reason it is remarked that developing countries are not underdeveloped but undermanaged. It is true of Japan. About a century ago Japan was considered as an underdeveloped country. Thanks to the rapid progress made by Management science, now Japan is regarded as one of the most advanced countries of the world. Increasing production and productivity is the need of the hour. These are dependent upon physical factors or natural resources of a country and its human resource. However, the resources capable of enlargement can only be human resource. All other resources stand under the laws of mechanics. They can be better utilised or worse utilised but they can never have an output greater than the sum of the inputs. Man alone of all the resources available to man, can grow and develop if properly directed and motivated. In line with this thinking, there has been a revolutionary change in management philosophy. He (man) is potentially creative, trustworthy and co-operative. He is also considered to possess the potential for growth, achievement and constructive action with others. It is the job of the management to nurture and tap employee’s productive drives. Entrepreneurship, therefore, hold the key to the economic development of a nation. It is because of this reason the U.G.C.’s Unified Syllabus has included the study of business management subject in almost every course in business and management disciplines, be it B. Com., M. Com., B.B.A. or M.B.A., C.A.C.S., C.W.A. and so on. The author has tried to explain the subject in the most simple language. Extensive use of charts, pictures and diagrams has been made to explain and illustrate the difficult concepts and Fundamentals of Entrepreneurship. Important questions asked in the examinations conducted by various universities and professional institutes have been given at the end of each chapter. The authors sincerely believe that the book will be of immense use and help the students
preparing for these examinations. Papers presented at a national seminar held at Gandhigram; with special reference to India. Entrepreneurship and Innovation are the key drivers for generating wealth from knowledge. The readings of this book will indisputably enrich the knowledge on phase of Creative and Innovative Entrepreneurship in India. This book is useful for B.Com., M.Com., and MBA students of all Indian Universities. Presentation of various aspects of entrepreneurship is the most salient features of this book. Clarity of all topics has been given throughout. Description of the most difficult topics, in a simple and easy to follow style, has been the authors main attempt. At the end of the each chapter Assessment Questions are included in this book. Glossary, Bibliography, Author Index, Subject Index and Abbreviations are incorporated at the end of the book. 

This is the seventh edition of Business Law as per CBCS syllabus of Madras University for B.Com (Hons.) Semester IIIrd and B.Com, Corporate Secretary ship Semester Vth Student This book has been divided into 2 Parts – Part-1 is General Principles of Law of Contract & Part-2 is Special Contracts. The chief aim in writing this book is to present the fundamental principles of Business Law, in a simple and easily intelligible manner. The intricate points of law have been illustrated by examples, and the subject has been dealt with by topics rather than in the strict order of section in the various Act. 

For achieving sustained industrial development, regional growth, and employment generation have always depended on entrepreneurial development. Start-up India is a flagship initiative of the Government of India, intended to build a strong eco-system for nurturing innovation and Start-ups in the country that will drive sustainable economic growth and generate large scale employment opportunities. Young Indians today have the conviction to venture out on their own and a conducive ecosystem lets them watch their ideas come to life. The Government through this initiative aims to empower Start-ups to grow through innovation and design. The Government of India has taken various measures to improve the ease of doing business and is also building an exciting and enabling environment for these Start-ups, with the launch of the "Start-up India" movement. In today's environment we have more Start-ups and entrepreneurs than ever before, and the movement is at the cusp of a revolution. However, many Start-ups do not reach their full potential due to limited guidance and access. This book would be useful for upcoming entrepreneurs, as it gives insight into identifying opportunities, creating and starting venture, financing and managing the venture.

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