

Entrepreneurship and Project Management

1: **Entrepreneurship:** Importance, Characteristics and Qualities of Entrepreneurship- Role of Entrepreneurship, Ethics and Social Responsibilities.

2: **Role of Government** Role of IDBI, NIESBUD, SISI, DIC Financial Institutions Commercial Banks, Entrepreneurial Development Institutes, Universities and other Educational Institutions offering Entrepreneurial Development Programme.

3: **Training:** Designing Appropriate Training Programme to inculcate Entrepreneurial Spirit, Training for New and Existing Entrepreneurs, Feedback and Performance of Trainees. Women Entrepreneurship – Role & Importance, Profile Women Entrepreneur, Problems of Women Entrepreneurs,

4 **Creativity** and Entrepreneurship Sources and Methods of Ideas Planning and Development of Programmes E-business Ventures; New Venture Management – Emerging Trends.

5. **Planning and Evaluation of Projects:** Growth of Firm - Factors inducing growth- Strategic investment – Growth rate decision - Project Feasibility Study – Cash Flow Projections – Role of study group- Rate of Return from projects- Project quality management techniques- Quality assurance.

6. **Risk in Corporate Investment Decision:** Project Risk Analysis - Portfolio Risk- Risk Management in Corporate Investment Decision - Post Planning of Project- Allocation of Capital – Project Planning and Control - Post Completion Audit- Replacement Policy

7. **International Project Management :** Problems in managing International projects – Local Institutions and culture – Geo-national issues – Project mentoring and communication – risks contingencies in International Projects.

8: Case Study

References

1. Hisrich: Entrepreneurship, TMH, New Delhi, 2009
2. Narayana Reddy: Entrepreneurship. Cengage learning, New Delhi, 2010

3. Rajeev Roy: Entrepreneurship, Oxford University Press, New Delhi, 2010
4. V.Gangadhar, Narsimha Chary: Entrepreneurship Development, Kalyani Publishers, New Delhi, 2007
5. H.Nandan: Fundamentals of Entrepreneurship, PHI Learning, New Delhi, 2009
6. Prasanna Chandra: Projects, TMH, New Delhi, 2009.
7. Kathrin Koster: International Project Management, Sage Publication, New Delhi, 2010
8. Shivathanu Pillay: Project Management, University Press, New Delhi, 2009
9. K.Nagarajan: Project Management, New Age International, New Delhi, 2010
10. Jack R Meredith: Project Management, Wiley India Publishers, New Delhi, 2010