



NABA BALLYGUNGE MAHAVIDYALAYA

(Formerly CHARUCHANDRA EVENING COLLEGE)

27E, Bosepukur Road, Kolkata - 700042

Email: nbmv2005@yahoo.co.in, Website: nbmahavidyalaya.in

NAME OF THE ADD-ON COURSE: ENTREPRENEURIAL MANAGEMENT

TOTAL TIME: 30 Hrs.

DURATION: 02-09-2019 TO 15-09-2019

FACULTY IN CHARGE: Smt. Debisree Bannerjee

FACULTY MEMBERS: Smt. Sana Tahseen
Smt. Ujjaini Paul
Sri Ishwar Tudu

UNIT I: ENTREPRENEUR AND ENTREPRENEURSHIP- 6 hrs- Debisree Bannerjee

1. Meaning, definition: Entrepreneur, entrepreneurship. Types of entrepreneur, social entrepreneur, serial entrepreneur, life style entrepreneur.
2. Type of entrepreneurship-creative entrepreneurship, inclusive entrepreneurship, knowledge entrepreneurship.
3. Entrepreneurial characteristics: Inspiration, creativity, direct action, courage and fortitude.
4. Characteristics of entrepreneur: innovative, introduces new technologies, catalysts, creative, generating opportunity for profit or reward.
5. Entrepreneurship development in India: Scope of entrepreneur development. Concept of value creation.


UNIT II: ENTREPRENEURSHIP DEVELOPMENT AND ENTREPRENEURIAL MARKETING -6 hrs-Debisree Bannerjee

1. Need for an entrepreneur in today's age.
2. How to make family business more effective?
3. Key issues of social entrepreneurship
4. Entrepreneurship development programme(EDP) in India
5. MSME Sector and its major challenges
6. Institutional support to small entrepreneurs
7. Importance of marketing for an entrepreneur and different aspects of entrepreneurial marketing

UNIT III: ENTREPRENEURSHIP AND FAMILY OWNED BUSINESS AND BUSINESS PLANS-6 hrs-Ujjaini Paul

1. Role, concept, structure and kinds of family firms; culture and evolution of family firms.
2. Managing business, family and stakeholders relationships; conflict resolution in family firms
3. Concept, features and purpose of a business plan, rationale for developing a business plan
4. Types of business plan, structure and contents of a typical business plan, reasons of business plan failure




Principal
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UNIT IV: HUMAN RESOURCE MANAGEMENT AS AN ENTREPRENEURIAL TOOL-6 hrs-Sana Tahseen

1. Managing human resources in entrepreneurial firms
2. Conceptual linkage of HRM practices and entrepreneurship: Importance of HRP practices for entrepreneurs
3. Deriving competitive advantage in MSMEs through HCM(human capital management) interventions
4. Ethical characteristics of HCM in entrepreneurial firms

UNIT V: SOURCE OF FINANCE IN ENTREPRENEURSHIP- 6hrs-Ishwar Tudu

1. Concept of entrepreneurial finance
2. Concept of capital structure
3. Sources of capital
4. Concept of cost of capital
5. Sources of finance for start ups
6. Concept of firm valuation
7. Difficulties in raising entrepreneurial finance



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