

CONTENTS



	<i>PAGE</i>
<i>About the Author</i>	<i>1.5</i>
<i>Preface</i>	<i>1.9</i>
<i>Acknowledgements</i>	<i>1.13</i>
<i>Syllabus</i>	<i>1.17</i>

UNIT I

INTRODUCTION

1

INTRODUCTION

1.1	Understanding the Meaning of Entrepreneur	<i>1.3</i>
1.1.1	Definitions	<i>1.4</i>
1.1.2	History of the term 'Entrepreneur'	<i>1.4</i>
1.2	Entrepreneurship: Meaning, Nature & Concept	<i>1.5</i>
1.2.1	History of Entrepreneurship	<i>1.6</i>
1.2.2	Definitions of Entrepreneurship	<i>1.7</i>
1.2.3	Entrepreneurship in Indian Society	<i>1.7</i>
1.3	Entrepreneurial Mind-Set	<i>1.9</i>
1.3.1	Attributes of Entrepreneurial Mind-Set	<i>1.10</i>
1.3.2	Method to Develop an Entrepreneurial Mind-Set	<i>1.10</i>
1.4	Traits/Qualities of Entrepreneurs	<i>1.12</i>
1.5	Entrepreneurship Process	<i>1.13</i>
1.6	Theories of Entrepreneurship	<i>1.15</i>
1.7	Factors Affecting the Emergence of Entrepreneurship	<i>1.27</i>
1.7.1	Factors that Promote Entrepreneurship	<i>1.28</i>
1.8	Role of an Entrepreneur in Economic Growth as an Innovator	<i>1.31</i>
1.9	Generation of Employment Opportunities	<i>1.33</i>

	<i>PAGE</i>
1.10 Complementing and Supplementing Economic Growth	1.35
1.11 Bringing About Social Stability and Balanced Regional Development of Industries	1.36
1.11.1 Role in Bringing About Social Stability	1.36
1.11.2 Role in Bringing About Balanced Regional Development	1.37
1.11.3 Need for Balanced Regional Development	1.38
1.11.4 Role & Significance of Entrepreneurs in the Society [Conclusion]	1.38
1.12 Case Study Method	1.40
1.13 SWOT Analysis	1.40
SUMMARY	1.41

UNIT II

TYPES OF ENTREPRENEURS

2

TYPES OF ENTREPRENEURS

2.1 Classification and Types of Entrepreneurs	2.3
2.2 Women Entrepreneurs	2.6
2.2.1 Kiran Mazumdar Shaw	2.7
2.2.2 Ekta Kapoor	2.8
2.2.3 Aishwarya Nair	2.9
2.2.4 Dr. Swati Parimal	2.10
2.2.5 Hamsa Vamanan and Priyanka Narasimhalu	2.10
2.2.6 Srijayapriya Balasundaram, Srinidhi Sridharan, Aparna Sivasubramanian and Akshaya Sivaraman – Friends Who Turned Business Partners	2.11
2.2.7 Radha Daga	2.12
2.2.8 Harbhajan Kaur	2.13
2.2.9 Virtues/Traits/Qualities of Women Entrepreneurs	2.14
2.3 Social Entrepreneurship	2.15
2.3.1 Concept of Social Entrepreneur	2.17
2.3.2 History of Social Entrepreneurship	2.18
2.3.3 Definitions of Social Entrepreneurship	2.18

	<i>PAGE</i>
2.3.4 Characteristics of Social Entrepreneurship	2.19
2.3.5 Objectives of Social Entrepreneurship	2.20
2.3.6 Types of Social Entrepreneurship	2.20
2.4 Corporate Entrepreneurs	2.21
2.4.1 Characteristics of a Corporate Entrepreneur	2.22
2.4.2 Significance of Corporate Entrepreneurship	2.23
2.4.3 Types of Corporate Entrepreneurship	2.23
2.4.4 Merits and Demerits of Corporate Entrepreneurship	2.24
2.4.5 Examples of Corporate Entrepreneurship	2.24
2.4.6 Other Different Types of Entrepreneurship, in Brief	2.25
2.5 Family Business	2.26
2.5.1 Legal Independence	2.27
2.5.2 Advantages of Family Business	2.27
2.5.3 Disadvantages of Family Business	2.28
2.6 Concept, Structure, and Kinds of Family Firms	2.29
2.6.1 Concept	2.29
2.6.2 Structure	2.30
2.6.3 Kinds of Family Firms	2.31
2.7 Culture and Evolution of Family Business	2.33
2.7.1 Evolution of Family Firm	2.34
2.8 Managing Business	2.35
2.8.1 Reasons of Conflict in Family Business	2.36
2.8.2 Other Reasons for Conflict	2.38
2.8.3 Methods to Resolve Conflicts in Family Business	2.40
SUMMARY	2.42

UNIT III

BUSINESS PLAN

3

ENTREPRENEURIAL VENTURE

3.1 Creating Entrepreneurial Venture	3.3
3.1.1 Characteristics of Entrepreneurial Venture	3.4
3.1.2 Pre-requisites for Success of Entrepreneurial Ventures	3.5
3.1.3 Stages of Entrepreneurial Venture	3.6

	<i>PAGE</i>
3.1.4 Causes of Failure of Entrepreneurial Venture	3.7
3.1.5 Methods to Overcome Failures of Entrepreneurial Venture	3.9
3.1.6 Advantages of Entrepreneurial Venture	3.10
3.1.7 Disadvantages of Entrepreneurial Venture	3.11
3.1.8 Examples of Successful Entrepreneurial Ventures	3.12
3.2 Generating Business Ideas	3.12
3.2.1 Business Opportunities - Meaning and Concept	3.13
3.2.2 Business Ideas	3.13
3.2.3 Principles of a Good Business Idea	3.14
3.2.4 Stages of Business Idea Cycle	3.15
3.2.5 Techniques of Finding New Business Ideas	3.16
3.2.6 Pre-requisites for Good Business Idea	3.21
3.2.7 Ways to Grab Business Ideas	3.23
3.3 Team Building	3.24
3.3.1 Benefits of Team Building	3.24
3.3.2 Ways to Build an Empowered Team	3.25
3.3.3 Important Considerations for Team Building	3.26
3.3.4 Desired Characteristics for a Team Member	3.26
3.4 Sources of Innovation	3.26
3.4.1 Peter Drucker's 7 Sources of Innovation	3.28
3.4.2 Method of Achieving Innovation	3.29
3.5 Creativity and Entrepreneurship	3.30
3.5.1 Factors that Promote Creativity and Innovation	3.30
3.5.2 Characteristics of Creativity and Innovation	3.30
3.5.3 Significance of Creativity	3.31
3.5.4 Modes of Discovering Creative Ideas	3.32
3.5.5 Measures to Promote Creativity	3.33
3.5.6 Examples of Noted Persons/Companies, that Gave Creative Products/Services to the Society	3.33
3.6 Challenges in Managing Innovation	3.34
3.6.1 Causes of Failure of Innovation	3.38
SUMMARY	3.39

4**BUSINESS PLANNING**

4.1	Entrepreneurial Strategy	4.1
4.1.1	Definitions of Entrepreneurial Strategies	4.2
4.1.2	Types of Entrepreneurial Strategies	4.2
4.2	Scaling Up	4.7
4.2.1	Elements of Successful Scaling	4.8
4.2.2	Strategies for Successful Scaling of Business	4.9
4.2.3	Causes of Failure of Scaling Process	4.13
4.2.4	Merits and Demerits of Scaling	4.13
4.3	Business Planning Process	4.13
4.3.1	Types of Business Plans	4.14
4.3.2	Logical Questions Before Making a Business Plan	4.14
4.3.3	Advantages of Making a Business Plan	4.15
4.3.4	Disadvantages of Making a Business Plan	4.16
4.3.5	Essentials Ingredients for Successful Business Plan	4.16
4.4	Drawing Business Plans	4.17
4.5	Failure of the Business Plan	4.24
4.5.1	Measures to Ensure Success of a Business Plan	4.26
4.6	Mission Statements and Slogans of Few Companies	4.26
	SUMMARY	4.27

UNIT IV**MOBILIZING RESOURCES****5****MOBILIZING RESOURCES**

5.1	Resource Mobilization for Entrepreneurship	5.3
5.2	Types of Resource Mobilization for Entrepreneurship	5.4
5.2.1	Financial Resource	5.5
5.2.2	Intellectual Resource	5.6
5.2.3	Human Resource	5.6
5.2.4	Physical Resource	5.7
5.2.5	Educational Resource	5.7

	<i>PAGE</i>
5.2.6 Emotional Resource	5.7
5.2.7 Moral Resource	5.7
5.2.8 Cultural Knowledge Resource	5.8
5.2.9 Relational Resource	5.8
5.3 Process of Resource Mobilization	5.8
5.3.1 Goals for Process of Resource Mobilization	5.9
5.3.2 Elements of a Resource Mobilisation Process	5.9
5.4 Arrangement of Funds/Finances	5.10
5.4.1 For Short-Term Capital	5.11
5.4.2 Long-term Capital	5.14
5.5 Writing a Funding Proposal	5.20
5.5.1 Types of Funding Proposals	5.20
5.5.2 Contents of a Funding Proposal	5.21
5.5.3 Causes of Failure of Funding Proposals	5.22
5.5.4 Prerequisites for Writing an Effective Funding Proposal	5.22
5.6 Traditional Sources of Financing	5.23
5.6.1 Traditional Classification of Sources of Funds	5.24
5.6.2 Types of Traditional Sources	5.25
5.7 Venture Capital	5.26
5.7.1 Features of Venture Capital Investments	5.27
5.7.2 Venture Capital Process	5.27
5.7.3 Methods of Venture Capital Financing	5.28
5.7.4 Types of Venture Capital Funding	5.29
5.7.5 Advantages and Disadvantages of Venture Capital	5.30
5.7.6 Exit Route for Venture Capital	5.30
5.8 Angel Investors	5.30
5.8.1 Personality traits of Angel Investors	5.31
5.8.2 Type of Angel Investors	5.32
5.8.3 Essential Considerations for Angel Investors	5.34
5.8.4 Pros & Cons of Angel Investment Funding	5.34
5.9 Business Incubators	5.35
5.9.1 Definitions of Business Incubation	5.35

	<i>PAGE</i>
5.9.2 Advantages of Incubation Services	5.36
5.9.3 Disadvantages of Incubation Services	5.36
5.9.4 Types of Incubators	5.37
5.9.5 Incubation Centers in India	5.39
SUMMARY	5.40

UNIT V

MANAGERIAL ASPECTS OF BUSINESS AND GOVERNMENT INITIATIVES

6

MANAGERIAL ASPECTS OF BUSINESS

6.1 Managing Finance	6.3
6.1.1 Finance Analytic Platform	6.5
6.1.2 Objectives of Managing Finance	6.6
6.1.3 Steps in Managing Finance	6.6
6.1.4 Significance of Managing Finance	6.7
6.1.5 Factors influencing Management of Finance	6.7
6.1.6 Operational Aspects of Managing Finance Efficiently	6.8
6.2 Capital Structure	6.9
6.2.1 Types of Capital Structure	6.10
6.2.2 Optimal Capital Structure	6.11
6.2.3 Significance of Capital Structure	6.11
6.2.4 Factors Determining Capital Structure	6.12
6.3 Organisation Structure	6.12
6.3.1 Nature and Characteristics of Organisation Structure	6.13
6.3.2 Types of Organizational Structures	6.13
6.3.3 Merits and Demerits of Organizational Structure	6.21
6.3.4 Organogram	6.22
6.3.5 Informal Organizational Structure	6.23
6.3.6 Difference between Formal and Informal Organizations	6.27
6.4 Management of Human Resources of a New Enterprise	6.28

	<i>PAGE</i>
6.4.1 Definitions	6.29
6.4.2 Objectives of Human Resource Planning by New Entrepreneur	6.29
6.4.3 Human Resource Planning by Entrepreneur	6.30
6.4.4 Features of HR Planning for the Entrepreneur	6.31
6.4.5 Factors Affecting HR Planning	6.31
6.4.6 Steps Involved in Human Resource Planning	6.31
6.4.7 Significance of Human Resource Planning for Entrepreneur	6.32
6.4.8 Quantitative Aspect of Demand Forecasting of Human Resource Planning	6.33
6.4.9 Quantitative Aspect of Supply Forecasting of Human Resource Planning	6.34
SUMMARY	6.34

7

MANAGING ENTREPRENEURSHIP

7.1 Meaning of Market and Marketing	7.1
7.1.1 Marketing-Mix	7.2
7.1.2 Discription of 7Ps of Marketing	7.4
7.1.3 Nick Jordan's Four Ps of Entrepreneurship	7.6
7.2 Management of Cash	7.7
7.2.1 Objectives of Cash Management	7.8
7.2.2 Significance of Cash Management	7.8
7.2.3 Drawback of the Cash Management	7.9
7.2.4 Techniques of Cash Management	7.10
7.2.5 Prerequisites to Managing Healthy Cash Flow	7.10
7.2.6 Cash Management through Cash Budget	7.12
7.3 Relationship Management	7.13
7.3.1 BEST Relationship Practices	7.14
7.3.2 Essentials of Customer Relationship Management (CRM)	7.15
7.3.3 Stages of Customer Relationship Management	7.16
7.3.4 Factors Influencing Customer Retention	7.17
7.3.5 Benefits of CRM	7.17

	<i>PAGE</i>
7.4 Cost Management	7.18
7.4.1 Objectives of Cost Management	7.18
7.4.2 Components of Cost Estimation	7.19
7.4.3 Steps/Procedure for Cost Management	7.20
7.4.4 Advantages of Cost Management	7.21
7.4.5 Disadvantages of Cost Management	7.21
7.4.6 Cost Control	7.22
7.5 Government Initiatives for Promoting Entrepreneurship	7.24
7.5.1 Schemes for Start-Ups	7.24
7.5.2 Benefits of Start-Ups Schemes, by the Government of India	7.29
7.6 Make in India Initiative	7.30
7.6.1 The Make in India Vision	7.30
7.6.2 Main Objectives of 'Make in India'	7.30
7.6.3 Other Objectives of 'Make in India' Scheme	7.31
7.6.4 Mission Statement of 'Make in India'	7.31
7.6.5 Methods to Achieve the Goal	7.31
7.6.6 Need for 'Make in India'	7.32
7.6.7 Priority Sectors in Focus	7.32
7.6.8 Benefits of 'Make in India'	7.32
7.6.9 Criticism/Disadvantage of 'Make in India'	7.33
7.6.10 Scope of 'Make in India'	7.33
SUMMARY	7.33