

MANGALORE UNIVERSITY
CENTRE FOR WOMEN'S STUDIES

Open Elective Offered for Post Graduate Courses Under CBCS
Semester III

WSE501 Women and Entrepreneurship Development

3 Credits

56 hours

Course Rationale:

- a. To understand the importance of women's entrepreneurship In India.
- b. To enable students to develop entrepreneurial motivation, skills and competencies.

Course Outcome :

- a. Knowledge on various procedures, supportive schemes, programmes and institutionalized support to women entrepreneurship development.
- b. Confidence to prepare economically viable projects and become an Entrepreneur.

Unit – I

08 hours

Introduction

Meaning and Importance of Entrepreneurship; Entrepreneurship and Economic Development; Social Entrepreneurship ; Characterstics and skills needed for Entrepreneurs; Factors influencing entrepreneurship – Economic, Social, Psychological and Environmental factors ; Family Business Entrepreneurship; Entrepreneurial Competency.

Unit –II

10 hours

Women Entrepreneurship and Gender Concerns

Significance of Women Entrepreneurship; Factors influencing women entrepreneurship - Psychological, Social factors, Economic factors, Environmental factors; Barriers and Challenges to Women Entrepreneurship; Women Entrepreneurship in the areas of Agriculture, Health Care, Handicrafts, and Tourism; Relationship between Entrepreneurship and Empowerment; Successful Women Entrepreneurs.

Unit- III

14 hours

Business ideas and Project Formulation

Product Selection, Forms of Ownership; Environmental Analysis - Plant Location, Land, Building, water, raw material and infrastructure requirement, machinery, Human Resource; Registering Companies, Legislations - Industries Development Regulations Act 1951, Factories Act 1948, The Industrial Employment Act 1946, Environment Protection Act 1986, Sale of Goods Act 1950, Industrial Dispute Act 1947; Bylaws; Licensing; Taxation

Unit -IV

10 hours

Product Planning and Development

Concept Stage, Product Planning and Development, Market Feasibility, Technical Feasibility; e-commerce- online marketing, online business, Business Communication Strategies, Sub-Contracting and Outsourcing - Franchising

Entrepreneurship Development Initiatives and Institutions for Women

Evolution of women Entrepreneur Development Programme (EDP); Objectives of EDP; Special Women and EDPs; Central and State Government Schemes for Women Entrepreneurship; Women Industrial Parks and Estates; Income Generating Programmes – IRDP, Rural Credit; Micro Enterprises and Self Help Groups; Institutions and Schemes supporting Women Entrepreneurs: SIDCO, DIC, EDI, NIESBUD, SEWA, ALEAP, Institutional Infrastructure.

Reference Books

1. Barringer M.J- Entrepreneurship, Prentice-Hall, 1999.
2. Clifford M. Baumbach and Joseph R. Mancuso, Entrepreneurship and Venture Management, 2nd Prentice Hall, 1987.
3. Donald L. Sexton and Raymond W. Smilor, The Art and Science of Entrepreneurship, 1st Ballinger Pub. Co, 1986.
4. Hans Suger, Neelambar Hatti and Rameshwar Tandan 'Globalization, Technology and Trade in 21st Century, BR Publishes, Delhi 2001.
5. Hisrich Robert and Peters Michael – Entrepreneurship, Tata McGraw Hill, New Delhi 2002.
6. Hisrich, Robert D., Michael Peters and Dean Shepherd, Entrepreneurship, 9th, Tata McGraw, 2012.
7. Khanka S.S- Entrepreneurial Development –S. Chand: Delhi 2004.
8. Nayan Barna-Women Entrepreneurship APH: New Delhi 2005.
9. Peter F. Drucker, Innovation and Entrepreneurship, Reprint, Heinemann, 2006
10. Rai A.K- Entrepreneurship Development, Vikas Publishing

11. Scarleft T. Epstein - Economic Development and Social change in South India, Media, Promoters, Bombay, 1979.
12. Vanitha Vishwanath - NGO's and Women's Development in Rural South India-A Comparative Analysis - Vistaar, Delhi, 1993.
13. Vasanth Desai- Small Scale Industries and Entrepreneurship, Himalaya, Mumbai, 2003.
14. Vasant Desai- Dynamics of Entrepreneurial Development and Management, Himalaya: Mumbai, 2003.



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