

**SEMESTER VI
SKILL BASED PAPER –IV
WOMEN ENTREPRENEURSHIP IN SMALL SCALE BUSINESS**

Instructional Hrs.: 45
Max.Marks: CIA: 2

Sub.Code : 16CCUS604
Credits: 3

Objective : To help the students to acquire knowledge in Small Scale Business

UNIT I 8Hrs.

Entrepreneurship – Characteristics of Entrepreneur - Socio - Economic Origins of Entrepreneurship – Environmental Factors Affecting Entrepreneurs – Types of Entrepreneurs.

UNIT II 8 Hrs.

Women Entrepreneurs in India – Functions of Women Entrepreneurs – Qualities of Successful Women Entrepreneur – Economic Contribution of Women Entrepreneurs.

UNIT III 9 Hrs.

Promotion of Women Entrepreneurship – Initiatives Taken by the Government – Schemes and Programs under Five Year Plan.

UNIT IV 9 Hrs.

Small Scale Industries: Steps to Selection of Product – Selection of Form of Ownership – Selection of Site – Capital Structure – Acquisition of Manufacturing Knowledge – Projects Report – License – Power Connection – Arrangement of Finance

UNIT V 10 Hrs.

Meaning of Incentives and Subsidies – Need for Incentives – Problems of Incentives – Schemes of Incentives for Women Entrepreneur in Tamilnadu – Seed Capital Assistance.

TEXT BOOK

Gupta C.B and Srinivasan M.P., *Entrepreneurial Development* ,Sultan Chand & Sons, New Delhi 2007

REFERENCES

Khanka S.S., *Entrepreneurial Development*, S. Chand & C., New Delhi 2010

Vasant Desai., *Dynamics of Entrepreneurial Development and Management*, Himalaya Publishing House, Bombay, 2007.

Prasanna Chandra, *Project Preparation, Appraisal, Implementation*, Tata McGraw Hill, New Delhi, 2004.