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### Unit 1: ENTREPRENEURSHIP

Introduction – Meaning & Definition of Entrepreneurship, Entrepreneur & Enterprise – Functions of Entrepreneur - Factors influencing Entrepreneurship - Pros and Cons of being an Entrepreneur – Qualities of an Entrepreneur – Types of Entrepreneur

#### **CHAPTER 1 : Entrepreneurship**

### Unit 2: SMALL SCALE INDUSTRIES

Definition – Meaning - Product Range - Capital Investment - Ownership Patterns – Meaning and importance of Tiny Industries, Ancillary Industries, Cottage Industries. Role played by SSI in the development of Indian Economy. Problems faced by SSI's and the steps taken to solve the problems - Policies Governing SSI's.

#### **CHAPTER 2 : Small Scale Industries (SSI)**

### Unit 3: FORMATION OF SMALL SCALE INDUSTRY

Business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection based on personal competencies. Steps involved in the formation of a small business venture: location, clearances and permits required, formalities, licensing and registration procedure. Assessment of the market for the proposed project – Financial, technical, Market and social feasibility study.

#### **CHAPTER 3 : Formation of Small Scale Industry (SSI)**

#### **CHAPTER 4 : Sickness in SSI**

### Unit 4: PREPARING THE BUSINESS PLAN (BP)

Meaning – importance – preparation – BP format: Financial aspects of the BP, Marketing aspects of the BP, Human Resource aspects of the BP, Technical aspects of the BP, Social aspects of the BP. Common pitfalls to be avoided in preparation of a BP.

#### **CHAPTER 5 : Preparing a Business Plan (BP)**

### Unit 5: PROJECT ASSISTANCE

Financial assistance through SFC's, SIDBI, Commercial Banks, IFCI - Non-financial assistance from DIC, SISI, AWAKE, KVIC - Financial incentives for SSI's and Tax Concessions - Assistance for obtaining Raw Material, Machinery, Land and Building and Technical Assistance - Industrial Estates: Role and Types.

#### **CHAPTER 6 : Project Assistance**

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