

LEARNING OUTCOMES

After studying these lessons, the learner will be able to:

Chapter 1 Introduction to Entrepreneurship

- explain the concept, meaning and features of entrepreneurship;
- compare and contrast employment, self-employment and entrepreneurship;
- outline the various types of entrepreneurship, and
- analyse entrepreneurship as a career option.

Chapter 2 Entrepreneur

- explain the meaning of an entrepreneur;
- identify the traits of an entrepreneur;
- classify the types of entrepreneurs;
- discuss the various functions performed by an entrepreneur; and
- describe the benefits of becoming an entrepreneur.

Chapter 3 Importance of Entrepreneurship

- outline the role of entrepreneurship in the socio-economic development of a nation;
- identify entrepreneurship as a means of employment generation; and
- explain the contribution of entrepreneurship for balanced regional development.

Chapter 4 Creativity: A Necessity for Entrepreneurial Success*

- explain creativity and its role in entrepreneurship;
- analyse the techniques for enhancing creativity; and
- identify the barriers to creativity and measures to overcome them.

Chapter 5 Need for Innovation and Value Addition

- explain the meaning of innovation;
- differentiate amongst idea, invention and innovation;
- discuss the role of creativity for innovation and value addition; and
- describe the use of Intellectual Property Rights in the enterprise.

Chapter 6 Entrepreneur as an Innovator and Problem Solver*

- assess the role of innovation in solving social problems; and
- interpret real life situations in various sectors.

Chapter 7 Entrepreneurial Values and Motivation

- understand entrepreneurial values and attitudes;
- interpret the need for motivation; and
- outline ethics in business.

Chapter 8 Achievement Motivation

- classify theories of motivation;
- describe achievement motivation; and
- explain motivational theories for self-improvement.

Chapter 9 Successful Entrepreneurs*

- draw inference from the success stories of entrepreneurs; and
- discuss various ways to modify the mindset and stereotypes in society.

Chapter 10 Idea Generation

- compare need, want and demand;
- outline various idea generation techniques;
- explain feasible business ideas; and
- describe the ways to convert business idea into an entrepreneurial set up.

Chapter 11 Setting up an Enterprise

- explain various forms of business enterprise;
- examine the feasibility of the brief Project Report;
- formulate brief Project Report; and
- outline the legal compliances and registration formalities.

Chapter 12 Resource Mobilisation

- classify various resources required in the business enterprises;
- describe ways to mobilise the resources for the business; and
- identify various sources of funds.

Chapter 13 MSMEs

- explain business, enterprises, factory, manufacturing and service sector ;
- identify different types of business entities and its registration process ;
- differentiate between manufacturing and service sector ; and
- describe the concept of MSME and ease of doing business.

Chapter 14 Whom to Approach for What

- describe the importance of developing rapport with the key stakeholders; and
- describe the services of various stakeholders.

Chapter 15 Government Schemes for Entrepreneurs*

- explain various government schemes for entrepreneurs; and
- enlist special programmes for entrepreneurs.

Chapter 16 Introduction to Incubation

- comprehend the concept of incubation centres and their role in enterprise creation and development;
- identify functions of incubation centres; and
- identify incubation centres network in India.

Chapter 17 E-resources*

- identify various e-resources in India;
- describe the different information and schemes through mobile apps and online services; and
- discuss available e-resources.