



# Bhartiya Skill Development University

## Syllabus for Ph.D. Entrance Test

### Entrepreneurship

**Entrepreneurship and Innovation:** New Venture Creation, Business Incubation, Business Growth, Social Enterprise, Innovation and Creativity in Larger Organizations, Entrepreneurial Motivation & Development, Rural Entrepreneurship

#### **Contents:**

- Conceptual framework of Entrepreneurship; Economic and Social need for entrepreneurship; Characteristics, qualities and pre – requisites of entrepreneur; Role of an entrepreneur in economic development of Country;
- Creativity, Innovation and Entrepreneurship; Innovation and Creativity in Larger Organizations
- Conceptual framework and process of Business Incubation and New Venture Creation; Generating Business Ideas, Market survey & Opportunity recognition; Feasibility Study – Economic, Technical, Financial and Managerial Feasibility of Project, Preparation of Feasibility Reports;
- Business Planning: formulating a business plan, Marketing strategy, financial plan, managing innovation and change, Preparation of Detailed Project Report; Approaches to new Business development and Growth;
- Life cycle of new business and relationship with large enterprises; Environmental Factors affecting success of a new business; Reasons for the failure and visible problems for business; Socio-Economic, Institutional and Govt. support system to new enterprise;
- Achievement motivation; Entrepreneurship Motivation and Development; Entrepreneurship Development Programmes; Role of Govt. and Promotional agencies in entrepreneurship development;
- Micro, Small and Medium Enterprises (MSMEs); Rural Entrepreneurship and the emerging paradigm of Micro & Small Village Enterprises (MSVEs); Rural Entrepreneurship Development in India; Women Entrepreneurs, Social Entrepreneurship and emergence of social enterprises; Intrapreneurship;

#### **Suggested Books for Reading:**

- i. Entrepreneurship Development, T. N. Chhabra, Sun India Publications
- ii. Entrepreneurship, Madhurima Lall & Shikha Sahai, Excel Books
- iii. Entrepreneurship, Robert D, Hisrich, Mathew J. Manimala, Michael Peters, Dean A. Shepherd, TMH



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- iv. Entrepreneurship: Creating and Leading an Entrepreneurial Organisation, Arya Kumar, Pearson Publication
- v. Entrepreneurship: motivation, performance and rewards- By Anand Saxena
- vi. Entrepreneurial Competencies for Personal and Business Success- By Bill Keogh
- vii. Entrepreneurial Motivation Factors, Management Strategies, and Challenges: A case study by Okpara Izuagba Uchenna
- viii. Harvard Business Essentials - Entrepreneur's Toolkit: Tools and Techniques to Launch and Grow Your New Business.