## **CONTENTS**

		PAGE
Abou	t the author	<i>I-5</i>
Preface		<i>I-7</i>
Ackno	Acknowledgement	
Syllab	ous : Business, Entrepreneurship and Management	I-13
	UNIT I	
	ENTREPRENEURSHIP	
1.1	Entrepreneurship - Meaning, nature and concept	3
1.2	Characteristics of an entrepreneur	5
1.3	Entrepreneurship - Meaning	6
1.4	History of Entrepreneurship	7
1.5	Characteristics of Entrepreneurship	8
1.6	Qualities essential for an Entrepreneur	9
1.7	Entrepreneur v. Intrapreneur	9
1.8	Entrepreneurship process	10
1.9	Difference between corporate manager and entrepreneur	10
1.10	Value creation	11
1.11	Companies can create shared value opportunities in following three ways	13
1.12	Entrepreneurial mindset - Innovation and creativity	14
1.13	Role of creativity and innovation in Entrepreneurial Process	15
1.14	Various creativity stages	17
1.15	Feasibility study	19
1.16	Entrepreneurial decision-making	21
1.17	Decision making process	23
1.18	Key aspects in decision making	24
1.19	Managerial Versus Entrepreneurial Decision Making	24
1.20	Use of biases and heuristics	26
1.21	Heuristics in judgment and decision making	31

I-18	CONTENTE
1-10	CONTENTS

		PAGE
1.21A	Types of heuristics	32
1.22	Risk bearing of entrepreneur	33
1.23	Different type of entrepreneurial risks	34
1.24	Methods to control business risks	36
1.25	Shifting of risks by entrepreneur	37
1.26	Social and commercial entrepreneurship	39
SUMN	MARY	42
EXER	CISES	44
MCQs		45
SHOR	RT QUESTIONS	46
QUES	TIONS REQUIRING LONG ANSWERS	46
	UNIT II	
	BUSINESS	
2.1	Business - Meaning, concept and nature	50
2.2	Features/characteristics of business	51
2.3	Business Trade and Commerce	52
2.4	Forms of business organizations	53
2.5	Sole proprietorship - Merits and demerits	54
2.6	Partnership - Merits and demerits	54
2.7	Company - Merits and demerits	55
2.8	Co-operative - Merits and demerits	56
2.9	HUF - Hindu undivided family	56
2.10	LLP - Limited liability partnership	57
2.11	Significant factors that affect choice while selecting a form of business organization	58
2.12	Different types of businesses	59
2.13	Business facilitators and inhibitors	60
2.14	Types of business facilitators	61
2.15	Inhibitors of business - Obstacles and set backs	62
2.16	Role of E-commerce and M-commerce in business	63
2.17	M-commerce	67
2.18	Technological innovation and its viability	71
2.19	The impact and uses of technologies	71
2.20	Ethical considerations	73

	CONTENTS	I-19
		PAGE
2.21	The advantages of ethical business	75
2.22	The disadvantages of ethical business	76
SUMN	MARY	76
EXER	CISES	77
MCQs		78
SHOR	T QUESTIONS	78
LONG	QUESTIONS	78
PRES	ENTATION	79
	UNIT III	
	MARKET AND SOCIETY	
3.1	Generation and utilization of resources	83
3.2	Types of business resources	84
3.3	Allocation of resources	85
3.4	Resource utilization process	86
3.5	The challenges posed by resources for business and society	87
3.6	Benefits of resource efficiency	87
3.7	Six steps to resource efficiency and greater financial returns	88
3.8	Market	89
3.9	Types of markets	89
3.10	Key ingredients for marketing	91
3.11	The different eras of marketing	92
3.12	Objectives of studying a market	94
3.13	Nature and meaning and concept of marketing	95
3.14	Exploring and segmenting market	96
3.15	Need for segmentation	97
3.16	Objectives of market segmentation	98
3.17	Basis for market segmentation	98
3.18	Demand and supply factors	103
3.19	Factors affecting demand	104
3.20	Types of demand	104
3.21	Factors affecting the demand curve other than prices	105
3.22	Meaning of 'Supply'	106
3.23	Factors affecting the supply curve	107

I-20	CONTENTS

		PAGE
3.24	Customer adoption process	108
3.25	Factors influencing the consumer adoption process	109
3.26	Types of adopters	110
SUMN	IARY	110
EXER	CISES	111
MCQs		112
SHOR	T QUESTIONS	113
LONG	QUESTIONS	113
	UNIT IV	
	MANAGEMENT	
4.1	Meaning and concept of management	117
4.2	Definitions of management	119
4.3	Features of management	120
4.4	Functions of management	120
4.5	Planning	122
4.6	Organizing	125
4.7	Staffing	128
4.8	Coordination	129
4.9	Control	130
4.9A	Essence of managership	133
4.10	The management culture/organizational culture	133
4.11	Understanding & defining management culture	134
4.12	Dimensions of management culture	135
4.13	Types of culture	136
4.13A	Factors influencing organizational culture	136
4.14	Benefits of good culture	137
4.15	Innovation and technology	139
4.16	Technology Innovation Management (TIM)	142
4.17	Managing finance	143
4.18	Objects of managing finance	145
4.19	Role of incentives	147
4.20	Managing human resource	149
4.21	Objectives and scope of managing human resource	150

	CONTENTS	I-21
		PAGE
4.22	Function of human resource manager	150
4.23	Significance of managing human resource	150
SUMN	MARY	152
EXER	CISES	153
MCQs		154
SHORT QUESTIONS		155
DESC	RIPTIVE QUESTIONS	156
	PROJECTS	
PROJI	ECT I : WOMEN ENTREPRENEURS IN INDIA	159
PROJE	ECT II : DALIT ENTREPRENEURS IN INDIA	166
PROJE	ECT III : CORPORATE SOCIAL RESPONSIBILITIES [CSR]	178
CASE	STUDY METHOD	181
	FILMS AND FILM REVIEW	
FILMS	S - ANALYSIS FROM ACADEMIC PERSPECTIVE	189