

# Industrial Management And Entrepreneurship Development Books In Hindi

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this book is useful for b com m com and mba students of all indian universities presentation of various aspects of entrepreneurship is the most salient features of this book clarity of all topics has been given throughout description of the most difficult topics in a simple and easy to follow style has been the authors main attempt at the end of the each chapter assessment questions are included in this book glossary bibliography author index subject index and abbreviations are incorporated at the end of the book

this book presents a lucid treatment of a wide range of issues involved in the development of entrepreneurship it presents an insight into the identification of business opportunities creating a venture and financing and managing it the book further explains the choice of technology and equipment man machine and materials management pert and cpm and quality assurance the book highlights the various legal provisions relevant to entrepreneurship and concludes with a chapter on social responsibility and business ethics with its wide coverage and step by step approach the book would serve as an ideal text for various undergraduate courses on the subject including b com b a and b sc vocational bio technology bbm mba and to the entrepreneurs

entrepreneurship development s first edition is a comprehensive work relating to the issues in the field of entrepreneurship theory developments the book is intended to be used as a text for the students of b b a b com other courses in commerce management the book covers the syllabus of entrepreneurship development social entrepreneurship prescribed by the sardar patel university vallabh vidyanagar gujarat the book contains fundamentals of entrepreneurship entrepreneurial motivation entrepreneurship development women entrepreneurship rural entrepreneurship fundamentals of social entrepreneurship trends in social entrepreneurship

this book is a modest attempt to acquaint students with the basics of entrepreneurship and the prevailing entrepreneurial climate in india motivating young brains to explore and follow entrepreneurial pursuits by educating them about its challenges opportunities risks and rewards is the prime objective of this introductory text in the course of writing the present book special care has been taken to elaborate on a number of ideas theories and concepts so as to help readers explore and understand various aspects and dimensions of entrepreneurship wherever needed the contents are supplemented with suitable examples cases and caselets in order to make reading more interesting and relevant the book also presents a comprehensive coverage of few niche areas of study namely creativity innovation and value creation family owned businesses and rural entrepreneurship introduction of three new chapters in addition to a complete overhaul of the existing text enhances academic credentials of the book apart from bringing about required freshness and materiality the book conforms to the syllabi of b a and bba of many universities and hence it is suitable for their course study besides the edp trainers and motivators associated with government institutes nisebud msme nimsme sido tcos ceds and itis may also find this book of immense value to them key features comprehensive coverage of all prescribed topics systematic arrangement and analytical presentation of contents extensive use of tables and diagrams to illustrate the text chapter end exercises for better grasp of the topics covered recapitulation for a quick glance of the topics

coverage of new policy initiatives programmes and schemes launched by the union government description of various legal compliances for setting up of a new venture coverage of all provisions schemes and programmes enacted by the ministry of msme and the ministry of entrepreneurship and skill development a comprehensive overview of the startup india mission of the union government inclusion of relevant highlights of budget 2020 21 target audience b com m com bba mba b voc b tech

entrepreneurship is the most important instrument of social and economic development it is because of this reason it is remarked that developing countries are not underdeveloped but undermanaged it is true of japan about a century ago japan was considered as an underdeveloped country thanks to the rapid progress made by management science now japan is regarded as one of the most advanced countries of the world increasing production and productivity is the need of the hour these are dependent upon physical factors or natural resources of a country and its human resource however the resources capable of enlargement can only be human resource all other resources stand under the laws of mechanics they can be better utilised or worse utilised but they can never have an output greater than the sum of the inputs man alone of all the resources available to man can grow and develop if properly directed and motivated in line with this thinking there has been a revolutionary change in management philosophy he man is potentially creative trustworthy and co operative he is also considered to possess the potential for growth achievement and constructive action with others it is the job of the management to nurture and tap employee s productive drives entrepreneurship therefore hold the key to the economic development of a nation it is because of this reason the u g c s unified syllabus has included the study of business management subject in almost every course in business and management disciplines be it b com m com b b a or m b a c a c s c w a and so on the author has tried to explain the subject in the most simple language extensive use of charts pictures and diagrams has been made to explain and illustrate the difficult concepts and fundamentals of entrepreneurship important questions asked in the examinations conducted by various universities and professional institutes

have been given at the end of each chapter the authors sincerely believe that the book will be of immense use and help the students preparing for these examinations

the purpose of this research is to examine the entrepreneurial ethics among small scale entrepreneurs the study has been commenced with three objectives such as measuring demographic background entrepreneurial ethics in functional areas and developing entrepreneurial ethics the study has been started with 100 small scale entrepreneurs and it is randomly selected the required primary data was obtained by using a structured questionnaire design the total number of questionnaires distributed was 286 out of which 260 were returned descriptive research design was used for formulating the research study the statistical tools used include simple percentage analysis kendall s coefficient of concordance with the necessary hypothesis and t test the results showed that integrity is the most important factor while maintaining ethics among small scale entrepreneurs it is followed by public spiritedness accountability transparency honesty and fairness in the different functional areas kendall s coefficient of concordance rejects null hypothesis and it stated that there is significance difference in ranking by the entrepreneurs as to different functional areas developing entrepreneurial ethics is mainly depend on straight forward mentality responsiveness support to all stakeholders customer relationship and moral values it can be concluded that entrepreneurial ethics is required so as to make better external ethical image and to have a functional and credible business environment

1 entrepreneurship meaning concept and forms 2 entrepreneurship meaning theories and role of socio economic environment 3 meaning and definition of leadership 4 promotion of a venture and opportunity analysis 5 external environment analysis 6 concept of a project and legal requirements for establishing a new unit 7 sources of raising funds 8 venture capital 9 entrepreneurial behaviour meaning and concept 10 innovation and entrepreneur 11 entrepreneur development programmes 12 critical evaluation of entrepreneur development programmes 13 role of entrepreneur in economic growth as an innovator and in

generation of employment opportunities 14 role of entrepreneur in balanced economic development 15 export promotion and import substitution 16 augmenting and meeting local demand and forex earnings 17 small scale industry role and performance

this book presents a wide range of issues involved in entrepreneurship and small industry the book has 12 chapters divided in two parts part a entrepreneurship consisting of concept of entrepreneurship entrepreneur entrepreneurial competency and development of entrepreneurial competency part b small business consisting of introduction to small scale industries enterprise creation business plan support agencies for implementation of the project and sickness in small scale industries this book will serve as a textbook for various courses like b com b b m b e m b a of all indian universities key features charts are provided for easy understanding of the concepts proformas profiles of successful entrepreneurs questionnaires skill development exercises exercises for self evaluation and objective type and application type questions

structural change is an evolutionary process that is often cumulative within territories improving the quality of life and achieving higher development levels at the same time smart cities education and social innovation are essential to promoting sustainable development this book examines regional and entrepreneurial development as a creative and dynamic concept by considering the role of these dimensions in promoting a virtuous cycle for long term sustainable development

while entrepreneurship is widely cited as playing a key role in economic development job creation and advances in well being in capitalist nations there has been an overwhelming focus on the firm firm founders and founders strategies and decision making processes only more recently the important link between communities and entrepreneurs has emerged as a new frontier in entrepreneurship research this book brings the emerging nexus between community and entrepreneur to light by exploring the mutual impact that communities and entrepreneurs have on one another it focuses on how entrepreneurship development can

push beyond the traditional emphasis on economic growth from enriching the local lifestyle to building self sufficiency from attracting new markets to rediscovering traditional work from the highest tech enterprises to the most ancient crafts and trades the authors cover a wide variety of topics including rural community entrepreneurship development and culture innovation and regional development community based enterprise learning and urban revitalization strategies this book was originally published as a special issue of the journal community development

this book updates the theory and brings together empirical research based on the multidimensional entrepreneurship professionalism leadership epl framework for subjective career space it also discusses the extension of the original person centred framework to other levels of analysis for example ways of considering the epl human capital capacities of an organisation city or even nation by providing insights into the development of epl motivations and efficacies over time the book helps readers appreciate the application of the epl framework in a wider range of contexts such as research innovation enterprise healthcare and pre university settings it also shows how epl research contributes to a better understanding of leadership and entrepreneurial development

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