

विषय : उद्यमिता

	सीमित पाठ्यक्रम हेतु चयनित पाठ	किया गया है तो उस उपखंड
Unit – (1) Entrepreneurial opportunities and Enterprise creation		
Sensing & identification of entrepreneurial opportunities	Yes	Opportunities – Meaning, Kind, Factor Affecting the Sensing of Opportunities Business Opportunities – Meaning, Affecting Factors.
Market Assessment	Yes	Market Environment – Meaning, Affecting Factors, Market Assessment
Identification of entrepreneurial opportunities	Yes	Factor considering while selecting a product
Selection of an Enterprises	Yes	Factor considering while selecting an Enterprise.
Steps in setting up of an Enterprise.	Yes	Factors to be considered before establishing an enterprise, Execution of project establishment.
Unit – (2) Enterprise planning and Resourcing		
Business planning	Yes	Planning – Meaning, Nature, Objectives.
Preparation of project report	Yes	Project Report –Meaning, Characteristic, Objectives.
Resource assessment	Yes	Resource –Meaning, Kinds, Sources
Fixed and working capital requirement	Yes	Fixed Capital –Meaning, Nature, Affecting Factors Working Capital –Meaning, Nature And Affecting Factors
Break-even analysis	Yes	Break Even Analysis – Meaning, Assumption, Utility.
Unit – (3) Enterprise management		
Basic Management Function	Yes	Management- Meaning, Features, Importance.
Marketing Management	Yes	Marketing Management – Meaning, Characteristics, Objectives.
Financial Management	Yes	Financial Management – Meaning, Objectives, Sources Of Business Finance
Determination Of Cost.	Yes	Meaning Of Cost, Difference Between Fixed Cost And Variable Cost.