

VEER NARMAD SOUTH GUJARAT UNIVERSITY

NEW BUSINESS DEVELOPMENT

Objectives :

The focus of this paper is on the starting and managing new business enterprise .

Contents:

Entrepreneurship , Analysis of Entrepreneurship , Study of environmental factors in making of an entrepreneur , classification of industries – Large scale , Medium Size and small scale cottage & home industries , Khadi and Village industries etc . Activities involved in starting new enterprises , Sources of Information for obtain in relevant data for preparing a project report , Agencies involved in providing assistance for starting a new industrial unit product selection , Machinery and raw material procurement , Allotment of industrial shades , recruitment , selection and training of labour force and other personnel , state aid to industries in the areas of finance , raw material , marketing and technical know how and machinery procurement , provision for the development of industrial instrument .Regulatory requirements and procedures for availing of assistance from Government and other institutions , elements of a project cost ,Techniques of project evaluation , preparation of project feasibility report , project financing – Role of commercial banks and state and central level Institutions .Procedures for registration of new industrial Units .Project Planning and Implementation – Use of PERT & CPM, EDP , Women entrepreneurship , Preparation of business plan ,Introduction to MS project

References:

- 1.Chandra , Prasanna , projects – Planning , Analysis , selection , Impelementation and review , New delhi : Tata Mcgraw hill Publishing Company Ltd .
- 2.Desai, Vasant , Dynamics of Entrepreneurial Development and Management – Mumbai – Himalaya Publishing House