

211 Entrepreneurial Behavior And Recent Advances in Business Practices and Environment

Unit No.	Unit Title	Contents
1	Entrepreneurship and Entrepreneurship Training	<p>Entrepreneurship: Meaning and features of Entrepreneurship, Entrepreneurial Qualities, Assessing Potential Entrepreneurship- Tools and Techniques Used For Behavioural Tests.</p> <p>Entrepreneurship Training: Objectives, Needs and Significance, Training Components, Training Methodologies.</p>
2	Development of Achievement Motivation	Sources of Development of Achievement- Skills required for effective Entrepreneurship Development, Entrepreneurship Problems- Beliefs and Attitude Limitations.
3	Promoting Entrepreneurship	Need and Importance of Trainer- Motivator, Skills and Qualifications of Trainer. Motivator- Need and Significance to Boost Training Support.
4	Business Opportunity Guidance	Importance and Relevance of Business Opportunity, Process of identifying and assessing business opportunity- Selection of business opportunity- new trends in the service sector- scope for entrepreneurship in the service sector- market survey tools and techniques.
5	Maharashtra New Industrial, policy 2019	Objectives or Target of New Policy. A) Promotion of Thrust Areas. 1) Agro – Tourism 2) Agro processing Policy 3) Textile Policy. 4) Retail Policy. C) Large Scale Industry, Mega and Ultra Mega Projects. D) Incentives
6	Recent Schemes of Development of Micro Small & Medium Enterprises (MSME)	<p>A) SME Divisions Schemes-Descriptions, Nature of Assistance, Who and How Apply.</p> <p>1.Assistance to Training Institutions (ATI)</p> <p>2. Marketing Assistance.</p> <p>B) Fiscal Incentives for Micro, Small and Medium Enterprises and Small Industries.</p> <p>C) Development Commissioner Schemes</p> <p>1) Credit Guarantee.</p> <p>2) Micro and Small Enterprises Cluster Development Programme.</p> <p>3) Micro Finance Programme</p> <p>D) Rajeev Gandhi Udyami Mitra Scheme (RGUMI).</p> <p>E) Pradhan Mantri Mudra Yojana 2015 –Eligibility- Mudra Bank-Functions of Mudra Bank-Mudra Loan- Types & Features of Mudra Loan.</p> <p>* New Package of Central Government on 13 May 2020 for MSME for remedies to reduce Covid19 Lockdown effects.</p>

7	<p>A) Marketing Assistance.</p> <p>B) NSIC – National Small Industries Corporation Schemes</p>	<p>A)NSIC Schemes :</p> <ol style="list-style-type: none"> 1) Bank Credit Facilitation 2) Single Point Registration 3) Prime Minister’s Employment Generation Programme (PMEGP) 4) Coir Vikas Yojana – Skill Upgradation and Mahila Coir Yojana 5) IT Incubator <p>B) Gram Udyog Vasahats, Urban Haat.</p> <p>C) H.R. initiatives - Labour Market Information cell (LMIC), Service training institute (STI)</p>
8	<p>Environment Audit& Corporate Governance</p>	<p>Nature – Scope-Goal - Necessity & importance – Types – Limitation - Role & implication -Transparency & corporate discloser – ISO 14000 Nominee Direct role. Good Corporate Governance-Recent Development in Corporate Governance in India</p>