

**SEMESTER - IV**

**CPS 5c WOMEN ENTREPRENEURSHIP**

**Credits: 4**

**Internal: 40 marks**

**Hours/Week: Theory-4hrs: Practical- 4hrs**

**External: 60 marks**

**Total: 100 marks**

**Course Learning Outcomes:**

**At the end of the course, the student-teachers will be able to**

- analyze the meaning and facts of entrepreneurship;
- exhibit the behavioural qualities of an entrepreneur;
- examine the key components of management tasks of women entrepreneurs;
- discriminate the role of management functions in entrepreneurial development;
- discover the contribution of organizations in developing entrepreneurship among Indian Women; and
- indicate the role of teachers in promoting women entrepreneurs.

**Unit I: Concept of Entrepreneurship**

Entrepreneurship facts, concepts and definitions; entrepreneurship terms, phrases; business management skills and functions-distinguish between entrepreneurship and an entrepreneur - unemployment among rural and urban women - benefits of being women entrepreneur -- generate income - increase the living standard - reduce poverty.

**Unit II: Behavioral Qualities of Women Entrepreneur**

Entrepreneurial traits and culture: Generic competencies, Personal qualities, qualities in relation to Entrepreneurship - Engagement with society- Ethics in Life and Business - Broad entrepreneurship competencies - The overall goal of women entrepreneurship education.

**Unit III : Management Tasks of Women Entrepreneur**

Meaning of management and management tasks: planning and budgeting, communicating, leading, organizing, controlling, business reports - Importance of women leadership, identify the characteristics of efficient women leaders.

**Unit IV: Management Functions of Women Entrepreneur**

Marketing management - Production management - Financial management - Personnel management: need and importance of management, role of management function in women entrepreneurial development.

**Unit V: Role of Central and State Governments and Non Government Organisations in Developing Entrepreneurship among Indian Women**

Issues in women entrepreneurship in India – Problems faced by rural, urban women Entrepreneur- Illiterate and literate environment, married and unmarried. Role of Central Government - Various schemes implemented through Five Year Plans – Critical appraisal. Role of State Government – Steps taken by Government of Tamilnadu : functioning of Tamilnadu Government's Women Self Help Groups: Importance, Growth and Appraisal - Role of NGO's in Women Entrepreneur in field of Education - Inclusive growth - Federation of Indian Women Entrepreneur: Origin, Aims and Functions.

**Unit VI: Methods, Strategies and Assessment of Women Entrepreneurship**

Active and participatory teaching methods - Transforming learning- Role of teachers in promoting women entrepreneur – Ways and means of inculcating skills needed for women entrepreneur - Formative and continuous assessment: observation, pen and paper ,oral questioning - Summative assessment - Record keeping - Portfolio.

**Suggested References:**

Byrne, John A., *World Changers: 25 Entrepreneurs Who Changed Business as We Knew it*. New York: Penguin, 2011

Dhameja S K (2002) , *Women Entrepreneurs : Opportunities, performance, problems*, Deep publications (p) Ltd, New Delhi, p 11 376

Hackler, Darrene; Harpel, Ellen and Mayer, Heike, (2008), "Human Capital and Women's Business Ownership", Arlington, Office of Advocacy U.S. Small Business Administration, August 2006, VA 22201 [74], No. 323.

Johoon, J. McGrath, Wadhwa, Vivek & Mitchell Lesa, (2010), The Anatomy of an Entrepreneur- Are Successful Women Entrepreneurs Different From Men? Kauffman, The foundation of entrepreneurship. Women Entrepreneurship Development in India, [www.indianmba.com/Faculty\\_Column/FC1073/fc1073.html](http://www.indianmba.com/Faculty_Column/FC1073/fc1073.html)

Lynn, Jacquelyn, The Entrepreneur's Almanac: Fascinating Figures, Fundamentals and Facts at your Fingertips. Canada: Entrepreneur Media Inc., 2007

Priyanka Sharma Rajendran N (2003) , "Problems and prospects of women Entrepreneurs" SEDME, Vol. 30 no.4 Dec.

Rao Padala Shanmukha (2007) "Entrepreneurship Development among Women : A case study of self help Groups in Srikakulam District, Andhra Pradesh" The Icfai Journal of Entrepreneurship Development Vol.1V No. 1

Sharma Sheetal (2006) "Educated Women , powered, women" Yojana Vol.50, No.12

Singh, Surinder Pal, (2008), An Insight Into The Emergence Of Women-owned Businesses As An Economic Force In India, presented at Special Conference of the Strategic Management Society, December 12-14, 2008, Indian School of Business, Hyderabad

Tambunan, Tulus, (2009), Women entrepreneurship in Asian developing countries: Their development and main constraints, Journal of Development and Agricultural Economics Vol. 1(2), Page No. 027-040. the glass ceiling. Thousand Oaks,

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