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8ZIEF2 - KENDRICK MARQUISE

This book is written with a view to uncover contemporary issues of entrepreneurship and small business management. The book runs over twenty-five chapters covering various dimensions of entrepreneurship and small business management.

About the Book: Of late, academicians of technical education have felt the importance of "Management" and "Entrepreneurship". Engineers need to manage their departments/sections/subordinates, and Entrepreneurship helps the large pool of technical manpower in developing small-scale industries in high tech areas thereby contributing to the economy of the country. This book covers both 'Management' and 'Entrepreneurship'. The first chapters of this book deal with Management, Planning, Organizing and Staffing, Directing and Controlling. The last four chapters deal with Entrepreneurship, Small-Scale Industries, Institutional support and Project formulation. Adequate number of simple examples with which the students are familiar are included in each chapter. In addition, each chapter contains student learning activities to give the readers a chance to enhance the learning process. Though the book is written keeping in mind the syllabus of Visvesvaraya Technological University, yet it is useful for B.Com, BBM, DBM, . PGDBM and MBA students also. Contents: Management Planning Organizing and Staffing Directing and Controlling Entrepreneurship Small-Scale Industries Institutional Support Preparation of Project.

How can management be developed to create the greatest wealth for society as a whole? This is the question Peter Drucker sets out to answer in Innovation and Entrepreneurship. A brilliant, mould-breaking attack on management orthodoxy it is one of Drucker's most important books, offering an excellent overview of some of his main ideas. He argues that what defines an entrepreneur is their attitude to change: 'the entrepreneur always searches for change, responds to it and exploits it as an opportunity'. To exploit change, according to Drucker, is to innovate. Stressing the importance of low-tech entrepreneurship, the challenge of balancing technological possibilities with limited resources, and the organisation as a learning organism, he concludes with a vision of an entrepreneurial society where individuals increasingly take responsibility for their own learning and careers. With a new foreword by Joseph Maciariello

An exciting look at how women entrepreneurs are transforming agriculture through high technology. 21st-century agriculture is now on the cutting edge of technological innovation. Drones, AI, sophisticated soil sensors, data analytics, blockchain, and robotics are transforming agriculture into the growing field of agtech. And women entrepreneurs are the driving spirits making this transformation happen. From Farms to Incubators presents inspiring stories of how women entrepreneurs from diverse cultural and ethnic backgrounds are leading the agtech revolution. Each agribusiness leader profiled in From Farms to Incubators tells her own story of how she used agtech innovation to solve specific business problems and succeed. These business cases demonstrate the influence of female innovation, the new technologies applied to agribusiness problems, and the career opportunities young women can find in agribusiness. From Farms to Incubators also documents the sweeping changes happening in American food production. Growers in the United States and around the world face rising challenges, including climate change, limited water and land supply, uncertainties in immigration policy, a severe labor shortage, and the problem of feeding a rising population estimated at 9 billion in 2050. The entrepreneurs profiled in From Farms to Incubators are the new leaders in tackling these problems through tech innovation. The women profiled speak frankly on the advantages and drawbacks of technological solutions to agriculture and offers lessons in making technology productive in real work. Offering both exhilarating role models for young women seeking high technology careers and a provocative glimpse into the future of food production, From Farms to Incubators documents how women leaders are profitably disrupting the world's oldest industry.

A new venture or business always stands on the precarious ground of unpredictable challenges wherein it is constantly subjected to pressures from competition and the ever changing dynamics of the market. In this scenario, a venture can only be successful, if it is guided by an entrepreneur who measures situations insightfully and calculates the risks before taking a plunge. Entrepreneurship: Creating and Leading an Entrepreneurial Organization is about creating, managing, and leading an entrepreneurial organization. The contents would help in inculcating an entrepreneurial mindset, developing entrepreneurial skills, and equipping the reader with the basic knowledge and skills for launching and managing the growth of a venture. The teaching/learning of entrepreneurship require greater focus on experiential learning. Therefore, the book extensively emphasizes on experiential learning and a hands-on approach - 'learning by doing'. Book has cited a number of examples and given cases and exercises from Indian as also global contexts to make entrepreneurship learning an enjoyable experience.

Entrepreneurship is a discipline with a knowledge base theory. It is an outcome of complex socio-economic, psychological, technological, legal and other factors. It is a dynamic and risky process. It involves a fusion of capital, technology and human talent. Entrepreneurship is equally applicable to big and small businesses, to economic and non-economic activities. Entrepreneurship lies more in the ability to minimize the use of resources and put them to maximum advantage. Without any awareness of quality and desire for excellence, consumer acceptance cannot be achieved and sustained. Above all, entrepreneurship today is the product of teamwork and the ability to create, build and work as a team. The entrepreneur is the maestro of the business orchestra, wielding his baton to which the band is played. It is in this context, a study Material on introduction to the subject 'Entrepreneurship Development' is presented to the students of Professional Post-Graduate MBA degree. The book contains the syllabus from basics of the subjects going into the intricacies of the subjects. All the concepts have been explained with relevant examples and diagrams to make it interest-

ing for the readers. An attempt is made here by the authors to assist the students by way of providing Study Material as per the curriculum with non-commercial considerations. However, it is implicit that these are exam-oriented Study Material and students are advised to attend regular class room classes in the Institute and utilize reference books available in the library for In-depth knowledge. We owe to many websites and their free contents; we would like to specially acknowledge contents of website www.wikipedia.com and various authors whose writings formed the basis for this book. We acknowledge our thanks to them. At the end we would like to say that there is always a room for improvement in whatever we do. We would appreciate any suggestions regarding this study material from the readers so that the contents can be made more interesting and meaningful. Readers can email their queries and doubts to our authors on tmcnagpur@gmail.com. We shall be glad to help you immediately. Sr. J.D .Wadate I Er. Rahul K. Wadichar I Dr. Mukul Burghate Authors

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 is an ideal introduction to the processes and issues of managing technological innovation and the development of new products. It offers students a contemporary view of innovation management that focuses on the links between groups.

The revised and updated Third edition of Entrepreneurship Development and Small Business Enterprises discusses how entrepreneurs can successfully manage their ventures in a highly dynamic and challenging environment. This book prepares students for life o

Entrepreneurship is becoming a sought after profession these days. More and more people get attracted to this due to varied reasons. The activities one needs to take up to form the enterprise, the factors to consider and the other related aspects remain by and large similar or same. Some typical needs for forming the enterprise and starting the operations require one to define the type of business entity, get funding, making the necessary business plans, getting ready with the go-to-market strategy and so on. While people use the trial and error method, many times, a successful role-model will motivate the budding entrepreneur more than anything else. Thus, this book is an attempt to provide all the details for becoming an entrepreneur including ideation, proof of concept, design of the organisation, making the business plan, options for funding the business and role-models for looking up to. Becoming a Woman Entrepreneur can serve as a starter and become a handbook for a well-intentioned entrepreneur.

This book is intended to serve as a textbook for Engineering and Management courses. It seeks to develop an understanding of the concepts of management and entrepreneurship. The chapters are well planned to cover basic functions of management and entrepreneurship, small scale industry, institutional support and project preparation. Salient Features: Comprehensive and easy to understand, requires no previous knowledge of the subject. Presented in a simple and systematic manner. Review questions for the benefit of students.

An entrepreneur is one of the important segments of economic growth as well as social growth. Basically, an entrepreneur is a person who is responsible for setting up a business or an enterprise in a society for social growth. Infact, he is one who has the initiative, skill for innovation and who looks for high achievements. He is a catalytic agent of change and works for the good of the society. According to Peter F. Ducker "Effective entrepreneurship is not making speeches or being liked; entrepreneurship is defined by results, not attributes." That means he puts up new Greenfield projects that actually creates wealth, opens up employment opportunities and fosters other sectors. An entrepreneur is one of the most important inputs in the economic development of a country or regions within the country. Entrepreneurship development is getting a position of great importance for tackling ever-growing problem of unemployment due to rapid population growth.

Recent world is research world. Research takes place in all fields in the world. In this special edition of Recent Research Academy and International Journal of Research, titled on "Recent Research in Social Sciences & Humanities" more focus is given to the Recent Researches from social sciences, which are considered as the need of the hour. Altogether this issue has twelve standard research articles contributed by academicians and enthusiastic research scholars. This special edition has the following articles. They are A STUDY ON ELECTRONIC BANKING'S PROS & CONS, MARKETING MANAGEMENT DEMANDS THE OMNIPRESENT SOURCE OF RESEARCH EDUCATION, CLASSROOM MANAGEMENT OF HIGH SCHOOL TEACHERS, CUSTOMERS PREFERENCE TOWARDS ONLINE BANKING VS TRADITIONAL BANKING - AN ANALYSIS, CORPORATE SOCIAL RESPONSIBILITY AND COMMUNITY DEVELOPMENT- A COMPILATION OF SUCCESSFUL CASES FROM THE CSR INTERVENTIONS OF TVS SST, A STUDY OF INTERNET USAGE OF UNDERGRADUATES, THE ATTITUDE OF STUDENTS AND TEACHERS TOWARDS E-LEARNING - AN ANALYSIS, WOMEN EMPOWERMENT THROUGH SELF HELP GROUPS PRODUCTION AND MARKETING ACTIVITIES: AN EMPIRICAL STUDY OF DINDIGUL DISTRICT, EMPLOYMENT, OUTPUT AND WAGE ELASTICITY IN RESEARCH INTENSIVE INDUSTRIES IN INDIA & USING STRUCTURAL EQUATION MODEL TO ASSESS TOURISTS OPINION TOWARDS CHETTINAD TOURISM & A STUDY ON CUSTOMER'S ATTITUDE TOWARDS DEBIT CARDS (WITH SPECIAL REFERENCE TO CUSTOMERS RESIDING AT CHENNAI AND VELLORE). The researcher have been discussed their in the above mentioned titles. Thus, the recent scenario of research in social science and humanities were clearly addressed. This volume enriches the reader to update their existing knowledge on these areas of Arts and Social Science. While I thank all the contributors and members of the editorial board for their contribution and cooperation, I thank and appreciate the timely help rendered by the team of Recent

Research Academy and INTERNATIONAL JOURNAL OF RESEARCH for their valuable help and timely efforts to bring out this edition on the moment.

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.

Discussing the complex history of Silicon Valley and other pioneering centres of venture capital, Lerner uncovers the extent of government influence in prompting growth. He examines the public strategies used to advance new ventures and reveals the common flaws undermining far too many programmes.

The rapid rise of knowledge-based economies has revolutionized the perceptions and practices of globalized business. Recent developments in engineering, electronics, and biotechnology have expanded the very definition of entrepreneurship in today's international market, weaving discussions of enhanced connectivity and communication, environmental sustainability, and government policy changes into a complex, multidimensional conversation. The Handbook of Research of Entrepreneurship in the Contemporary Knowledge-Based Global Economy provides a comprehensive survey of the most recent developments in the field of entrepreneurship, highlighting their effects on information technology, business networking, knowledge production, distribution, and organization. This timely publication features extensive coverage of the fast-developing entrepreneurial field, illuminating recent technological, social, and strategic innovations in language that is accessible for a worldwide audience of business educators, researchers, and students. This authoritative text showcases research-based articles on entrepreneurship for knowledge economies; academic entrepreneurship; women and entrepreneurship; entrepreneurship education; organizational learning ability; innovations in industry, agriculture, and management; and the evolution of a new, all-inclusive corporate culture.

Intended to serve as a primary text for Product Design, Capstone Design, or Design for Manufacturing, PRODUCT DESIGN FOR ENGINEERS explores techniques for managing innovation, entrepreneurship, and design. Students are introduced to the creative problem-solving method for product success through case studies that explore issues of design for assembly, disassembly, reliability, maintainability, and sustainability. The book's interdisciplinary approach, step-by-step coverage, and helpful illustrations and charts provide mechanical, industrial, aerospace, manufacturing, and automotive engineering students with everything they need to design cost-effective, innovative products that meet customer needs. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

A Washington Post Bestseller Three Principles for Managing—and Avoiding—the Problems of Growth Why is profitable growth so hard to achieve and sustain? Most executives manage their companies as if the solution to that problem lies in the external environment: find an attractive market, formulate the right strategy, win new customers. But when Bain & Company's Chris Zook and James Allen, authors of the bestselling Profit from the Core, researched this question, they found that when companies fail to achieve their growth targets, 90 percent of the time the root causes are internal, not external—increasing distance from the front lines, loss of accountability, proliferating processes and bureaucracy, to name only a few. What's more, companies experience a set of predictable internal crises, at predictable stages, as they grow. Even for healthy companies, these crises, if not managed properly, stifle the ability to grow further—and can actively lead to decline. The key insight from Zook and Allen's research is that managing these choke points requires a "founder's mentality"—behaviors typically embodied by a bold, ambitious founder—to restore speed, focus, and connection to customers: • An insurgent's clear mission and purpose • An unambiguous owner mindset • A relentless obsession with the front line Based on the authors' decade-long study of companies in more than forty countries, The Founder's Mentality demonstrates the strong relationship between these three traits in companies of all kinds—not just start-ups—and their ability to sustain performance. Through rich analysis and inspiring examples, this book shows how any leader—not only a founder—can instill and leverage a founder's mentality throughout their organization and find lasting, profitable growth.

The revised and updated Third edition of Entrepreneurship Development and Small Business Enterprises discusses how entrepreneurs can successfully manage their ventures in a highly dynamic.

Though governments play an important role in everyday life, citizen commitment to understanding government policy and procedures is lacking. Without creating an environment that properly holds governments accountable for their actions, the rights and liberties of citizens become threatened. Civic Engagement in Social and Political Constructs is an essential reference source that discusses global civic engagement practices as well as social change through political means. Featuring research on topics such as citizen participation, political engagement, and political reform, this book is ideally designed for political scientists, politicians, sociologists, researchers, government officials, and students seeking coverage on individual and societal engagement through civic means.

Economic development is a priority for all nation-states, whether developing or developed. In recent times, a few among the developing nations - often referred to as the emerging economies - have attracted the world's attention because of their fast pace of economic growth. While the similarities among these nations (for example the BRICS) in the pattern of their economic growth are highlighted and discussed, the differences are often glossed over. This book, therefore, attempts to present the diverse ways in which entrepreneurship is facilitated in emerging economies, through a compilation of research papers from six different countries (India, China, Singapore, Hong Kong, Nigeria and New Zealand) belonging to the class of emerging

economies. The papers included in this book cover a variety of topics related to the creation and management of an entrepreneurial ecosystem, such as intercultural interactions, IPR issues, government policies for SMEs, social entrepreneurship, opportunity identification, green entrepreneurship, employee entrepreneurship, symbiotic ventures and social capital, social fluidity mapping for reducing failure stigma, green awareness in the corporate world and among entrepreneurs, venture capital for growth, immigrant entrepreneurs, entrepreneurial success and life satisfaction, among others. The contributions are supported by an introductory chapter that provides an integrative framework by unifying the diverse patterns of economic development in the different countries under various institutional inadequacies as a process of "muddling-through to development", necessitated by the non-systematic development of the ecosystem for new venture creation. This book is indeed a must-read for those interested in understanding the process of entrepreneurship and economic development in emerging economies.

The ultimate interactive public speaking guide from tech speakers Poornima Vijayashanker and Karen Catlin that prepares and encourages techies to discover their expertise, confidently share it, and successfully level up in their careers. Techies around the world can now jump start and grow their speaking careers with the book, Present! A Techie's Guide to Public Speaking, written by tech leaders, Poornima Vijayashanker and Karen Catlin. The book serves as a resource for technology professionals who want or need to develop the skills to communicate their expertise effectively, whether in a meeting at work or delivering an engaging talk at a conference. Poornima, who is the founder of Femgineer and the founding engineer of Mint.com, collaborated with former Adobe vice president and founder of Karen Catlin Consulting, Karen Catlin, to compile and share their lessons, tips, and techniques learned from their own experiences as professional tech speakers. "Karen and I wanted to write this book so that our fellow techies would have a comprehensive resource to help them with their own public speaking endeavors. So many folks in the tech industry have amazing ideas and experience, but they often feel stuck on how to present them effectively. Also, our hope is that more women will be inspired by our stories and encouraged to get out there and share their own valuable expertise through public speaking in order to boost representation of women tech speakers," Poornima said. Present! covers public speaking from A to Z. Through stories, examples, and interactive exercises, Poornima and Karen dive into topics including, overcoming stage fright, exploring personal speaking style, creating the right talk for the right audience, polishing presence and delivery, and nailing any type of talk, whether it's a lightning or long-form talk or being part of a panel. Karen said, "Even though Poornima and I are professional speakers, we felt it was important to share our own feelings of nerves and uncertainty, and bumps we've had along the way - and sometimes continue to experience. It was important for us to communicate that no one is perfect and it really is okay when talks don't always go according to plan. Our hope is that by being open, we'll be able to give others the confidence and the techniques to handle situations when they arise, deliver an amazing presentation, and most importantly, have FUN!"

The social and economic development can be achieved in its true sense when women's empowerment would find equal importance to the process of development. Empowering the women means creating such an environment in which they can take independent decisions for their personal development and the development of society in general. This edited volume brings together the contemporary issues, challenges and concerns related to women empowerment. The various challenges faced by the women community in modern world have been highlighted specifically in different chapters. Issues relating to social dynamics and associated challenges are part of the course curriculum of most of the social and law programmes around the world. This book is an indispensable text for anyone interested in women empowerment and gender equality as it highlights the policies and approaches to achieve these objectives. This book would be useful for the academicians, scholars and students of different disciplines in getting in depth knowledge about the condition of women community in the society. For more details, please visit <https://centralwestpublishing.com>

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

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.

Continuous improvements in business environments and available resources have allowed more opportunities for people to pursue new ventures. This not only leads to higher success in new businesses, but it enhances the overall state of the global market. Entrepreneurship: Concepts, Methodologies, Tools, and Applications provides a comprehensive examination on the latest innovations and techniques to becoming a successful and sustainable entrepreneur. Including research-based studies on knowledge production, social entrepreneurship, and distribution, this multi-volume publication is an ideal source for practitioners, academicians, researchers, and upper-level students interested in learning about entrepreneurship and seeking emerging perspectives on optimizing and enhancing entrepreneurial pursuits.

This handbook is designed to serve as a manual for those considering or engaged in entrepreneurship. It deals with three major components of entrepreneurial activity: inspirational, technical and behavioural. It contains numerous case studies and illustrations and is written by experts with years of hands on experience.

Create products people will pay for before they're even built. You have an idea in your head. Maybe even more than one! But you're stuck simmering on it because you just don't know if it's the right one to pursue. You're wondering whether people will even use your product, let alone pay for it. The uncertainty is overwhelming, so you do ... nothing. But what if you were confident that your idea would help people? How would you feel if you turned

your passion into a living, breathing software product ... and you made money from it? Poornima Vijayashanker has founded 3 startups and personally guided 100+ people who have launched products that make 6 and 7 figures per year. Everyone started with varying levels of technical and business know-how-or none at all-but everyone was passionate about an idea. Now, Poornima travels around the country teaching people how to bring their ideas to life. With the right roadmap in front of you, you can launch a winning software product too. "But I don't know how to code or run a business." The tangled world of startups and software development is intimidating and hard to navigate. To start with, not every entrepreneur knows how to code. Even the ones who do still need other skills to succeed; they need to design a good user experience, figure out how to attract paying customers, and hire and fire technical talent. There are hundreds of tools and services to help build products, and they need to know which ones are useful and which ones will save them time. They'll eventually run out of cash to keep paying rent and developing, and will need to figure out whether to get investors, apply to an accelerator, or bootstrap. Trial and error takes years of research, setbacks, and heartache ... not to mention a lot of money. You could go to design school, teach yourself how to code in the off-hours, and spend thousands of dollars testing marketing campaigns. Or you could... Follow a proven guide for turning your ideas into successful products (and even 6- to 7-figure businesses). This book will teach you how to: - Validate your idea before you spend time and money on it. - Talk to prospective customers without feeling awkward or pushy. - Leave competitors in the dust with good design and positioning. - Save time and heartache by building only the features people will actually use. - Hire talented people to build your product for you. - Get more paying customers with scrappy marketing strategies. - Find money to fund your business. This guide includes

time-tested strategies and tools that entrepreneurs love: Over 13 case studies with the inside scoop on companies like Mint.com, AirBnB, and Zappos. The exact systems and tools Poornima and other startup founders have used to build rock-solid products. 7 interviews with successful startup founders and early employees like: - Melody McCloskey, CEO & Co-Founder of StyleSeat - Brittany Forsyth, Head of Human Relations at Shopify - Ben Congleton, CEO & Co-Founder of Olark - Julia Grace, Head of Engineering at Tindie - Thomson Nguyen, CEO & Co-Founder of Framed Data - Alyssa Ravasio, CEO & Co-Founder of Hipcamp - David Cummings, CEO & Co-Founder of Pardot

Management and Entrepreneurship provides a complete overview of managerial decision-making responsibilities and the role played by entrepreneurship in developing an organization. Starting with the definition of management, the various facets of managerial roles and a broad account of the history of development of management thought, the book provides in-depth discussions on the nature, importance, and purpose of planning. It elaborates further on the importance of organizing and staffing, and directing and controlling. The discussion moves on to introduce the concept of entrepreneurship as a business development tool. Special emphasis is placed on entrepreneurship in the Indian environment with detailed discussions on the development of small-scale industry, the role of institutional support, and the importance of preparation of projects for entrepreneurial ventures. The book lays emphasis on simplified definitions and point-wise presentation of theoretical concepts. By adopting an application-oriented approach, it also provides numerous real-life examples, vivid illustrations, and inspirational case studies which play the dual role of explaining concepts as well as instilling entrepreneurial zeal in students.