Entrepreneurship

Business and Management

Dr. R.C. Bhatia

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Entrepreneurship

Business and Management

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Preface

Entrepreneurs play a key role in an economy especially in a developing country like India. An entrepreneur is a risk taking individual who while riding high on his innovativeness, passion and ability to coordinate means of production comes out with novel products and services.

The objective of achieving sustained industrial development, regional growth, and employment generation have always depended on entrepreneurial development and small scale industry. Economic reform and the process of liberalization since 1991, creating tremendous opportunities, have created new challenges relating to competitive strengths, technology, upgradation, quality improvement and productivity.

I am happy to place *Entrepreneurship – Business and Management* before students, teachers, management consultants, budding entrepreneurs and other readers interested in today's world of small business development and management.

The inspiration to write this book came from my non-academic and teaching experience, where I encountered both the views of entrepreneurs as well as the demand for such a book from the academic fraternity.

Focus

This book is mainly written for the students of B.Com., B.Com. (Hons.) and teachers of Delhi University, Guru Gobind Singh Indraprastha University, Madras University and Bangalore University. The idea is that improvements can best come from creative thinking by the entrepreneur about his/her own enterprise, which motivate the entrepreneur to take action to improve his business. This book will also be useful for trainers who support entrepreneurship development during seminars and workshops.

Features

1. ***Student Centric-Classroom simulative:*** *Written in a simple lucid language.*
2. ***Industry-Institute Interface:*** *Enriched by my own industrial experience the concepts are linked to real life situations, bringing gradation between industry and institute.*
3. ***Coverage:*** *A thorough coverage of conceptual framework on entrepreneurship development and business enterprises.*
4. ***Self-Learning Exercises:*** *Many exercises at the end of every chapter for self-assessment and development.*

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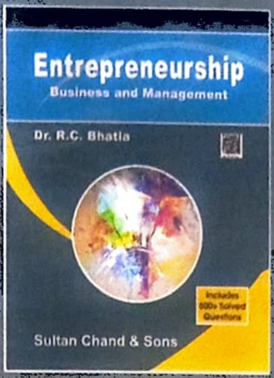

This book is designed for students of B.Com. (Hons.), B.Com., and BBA, focusing on imparting essential knowledge of entrepreneurship and new enterprise creation. It encourages students to consider entrepreneurship as an alternative career option while offering practical exposure to entrepreneurial processes through hands-on training. Combining theory with practice, the book emphasizes the value of creative thinking in improving enterprises and motivating entrepreneurs to take proactive steps for growth. It also serves as a resource for trainers engaged in entrepreneurship development through seminars and workshops. Enriched with the author's industrial experience, it bridges the gap between academic concepts and real-life business situations.

Salient Features

- Comprehensive coverage of the latest syllabus, aligned with academic requirements.
- Precise and clear exposition of the text for easy understanding of concepts.
- Lucid and student-friendly language, making the subject more accessible.
- Each chapter concludes with short questions and answers, totalling approximately 400, to reinforce learning and aid in revision.
- Nearly 120 important questions compiled at the end of the book to support focused preparation for examinations.
- Structured approach ensures that students not only grasp the theoretical framework but also strengthen their practice and assessment skills effectively.
- Thorough coverage of the conceptual framework on entrepreneurial development and business enterprises, enriched with practical insights.

About the Author

Dr. R.C. Bhatia, M.A. (Economics), M.Com., Ph.D. and Diploma holder in Secretarial Practice was an Assistant Professor in the Department of Commerce, at Shyam Lal College (Evening), University of Delhi, with a teaching experience of more than 20 years. He has authored more than 20 books and over 10 articles in several magazines, newspapers and UGC Journals. He has held several academic and administrative positions.

He is associated with ITIs, Polytechnics, CBSE, Institute of Company Secretaries of India (ICSI), Institute of Chartered Accountants of India (ICAI), National Skill Training Institute for Women (NSTI), GOI, DGT, MSD & Entrepreneurship, Indira Gandhi National Open University (IGNOU), All India Management Association (AIMA) and is a member of several expert examining bodies and syllabus committees on vocational education at Central and State levels.

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