

WOMEN ENTREPRENEURSHIP

Course Code: 15FE1105

L	T	P	C
1	0	0	1

Course Outcomes:

At the end of the course the student will be able to

CO 1: Understand the role of women entrepreneurship in different facets of society.

CO 2: Know the various livelihood supports for women Employment opportunities.

CO 3: Elucidate the role of various developmental schemes supporting women entrepreneurship.

UNIT -I: Women Entrepreneurship

(5 Lectures)

Significance of women entrepreneurship - Factors contributing to women Entrepreneurship - Characteristics - Challenges faced by Women Entrepreneurs – Growth of women Entrepreneurship – Entrepreneurship in Sectors like Agriculture, Tourism, Health care, Transport and allied services - Relationship between Entrepreneurship and empowerment - Achievements of Woman Entrepreneurs - Role Models of Woman Entrepreneur.

UNIT – II: Women Employment Opportunities

(5 lectures)

Livelihood support for women Employment opportunities: Various agencies - Income Generating Programme – IRDP - Rural Credit & women’s Self help Groups - Skill Development and Technology Transfer - Technologies for Women - Impact on Women’s Development Programs and policy measures at International, National and State Levels.

UNIT - III: Strategies of Women Entrepreneurship Development

(6 lectures)

EDP –Objectives - Evolution of women entrepreneur development programme - Special Women and EDPs - Micro Enterprises and Self employment - Opportunities - Trends and Patterns of Women Entrepreneurship - Non-Stereotyping Women - Institution and Schemes supporting Women Entrepreneurs: SIDO, DIC, EDI, NIESBUD,SEWA, ALEAP - Institutional infrastructure.

Text Books

S.No	Author	Title	Edition	Publisher	Year
1	Hisrich, Robert D., Michael Peters and Dean Shepherded	Entrepreneurship	9 th	Tata McGraw Hill	2012
2	Peter F.Drucker	Innovation and Entrepreneurship	Reprint	Heinemann	2006

Reference Books

S.No	Author	Title	Edition	Publisher	Year
1	Donald L. Sexton & Raymond W.Smilor	The Art and Science of Entrepreneurship	1 st	Ballinger Pub. Co	1986
2	Clifford M.Baumbach & Joseph R.Mancuso	Entrepreneurship and Venture Management	2 nd	Prentice Hall	1987