

CENTRE FOR WOMEN'S STUDIES

Open Elective Offered for Post Graduate Courses Under CBCS Semester III

WSE501 Women and Entrepreneurship Development

3 Credits

42 hours

Course Objective

- 1. To introduce the concept and importance of women entrepreneurship in economic and social development.
- 2. To explore the challenges and opportunities faced by women entrepreneurs in various socio-economic and cultural contexts.
- 3. To examine policies, programs, and support systems that promote women entrepreneurship at local, national, and global levels.
- 4. To develop entrepreneurial competencies and leadership skills specifically tailored to the needs of women.
- 5. To encourage innovation and critical thinking in developing sustainable business ideas led by women.

Unit – I 10 hours

Introduction

Meaning and Importance – Origin and Growth of Entrepreneurship - Entrepreneurship and Economic Development –Social Entrepreneurship - Defining Women Entrepreneurship - Factors influencing women entrepreneurship-Psychological factors Social factors -Economic factors-Environmental factors- Barriers and Constraints and challenges to Women Entrepreneurship-Industry-Business-Service Enterprises.

Unit –II 08 hours

Entrepreneurial Motivation and Gender Concerns

Women Entrepreneurship – Prospects-Entrepreneurial characteristics and skills-Maslow's Theory – Necessary skills, competencies and training for entrepreneurship -Steps to small and micro enterprise development , Business Communication Strategies- Balancing Business and Home- challenges- business stress and strategies to manage stress- support of family and State – Gender Concerns.

Unit- III 08 hours

Project Formulation and Financial Viability

Entrepreneurial Opportunity Guidance- Consulting Techno –Economic Survey-identification of prospective entrepreneurial activity- training and skill development, Assessing the raw material and infrastructure requirements– project formulation- State Industrial, Environmental, legal and taxation clearances, cash flow analysis – break even analysis – Risk and uncertainty.

Unit -IV 08 hours

Sales Promotion Techniques and Market Survey

Conducting Market survey- Methods of Market survey-Tools and techniques- choice of location, Market survey Analysis, e-commerce- online marketing – Quality and Customer feedback- Business and Labour Relationship- Sub-Contracting and Outsourcing – Franchising- other methods of modern enterprise and services.

Unit- V 08 hours

Entrepreneurship Development Institutions, Schemes and Programmes for Women in India

Women Industrial Park and Estates, MSME-DI Schemes for Women- TREAD scheme-CFTRI- STEP NSIC-MSME-DI, EXIM bank, NBCFDC, Coir Board- Mahila Samakya-National Minorities Development Corporation –SIDCO, KVIC-District Industries Centre, Single Widow Clearance, Lead Bank- RSETI-NABARD- Regional Vacating Training Centres- PMKVY, PMEGP, and other self employment scheme and State Government Entrepreneurship Development schemes for Women-NGOs –AWAKE, WISE, MYRADA and other women supporting institutions. Industrial Visits as needed.

Course Outcome

By the end of the course, students will be able to:

- 1. Understand the role of women entrepreneurs in economic development and societal transformation.
- 2. Identify key barriers (social, economic, legal, and cultural) affecting women's participation in entrepreneurship.
- 3. Analyze gender-responsive policies and programs that support women entrepreneurs.
- 4. Demonstrate knowledge of entrepreneurial processes including opportunity identification, business planning, and resource mobilization.
- 5. Develop and pitch a business plan that addresses gender-sensitive market opportunities.
- 6. Evaluate case studies of successful women entrepreneurs and derive insights applicable to different contexts.
- 7. Foster an entrepreneurial mindset with a strong sense of gender equity and social responsibility.

Reference Books

- 1. Scarleft T.Epstein Economic Development and Social change in South India, Media, Promotors, Bombay, 1979.
- 2. Vanitha Vishwanath –NGO's and Women's Development in Rural South India-A Comparative Analysis –Vistaar, Delhi, 1993.
- 3. Hans Suger, Neelambar Hatti and Rameshwar Tandan 'Globa;lization, Technology and Trade in 21st Century, BR Publishes, Delhi 2001.
- 4. Hisrich Robert and Peters Michael Entrepreneurship, Tata Mcgraw Hill, New Delhi 2002.
- 5. Vasanth Desai- Smale Scale Industries and Entrepreneurship, Himalaya, Mumbai, 2003.

- 6. Nayan Barna-Women Entrepreneurship APH: New Delhi 2005.
- 7. Khanka S.S- Entrepreneurial Development –S. Chand: Delhi 2004.
- 8. Vasant Desai- Dynamics of Entrepreneurial Development and Management, Himalaya: Mumbai, 2003.

Prof. B.K.Sarojini

Chairperson -BOS (UG-PG)
