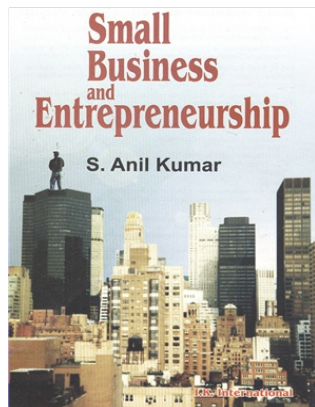


Small Business and Entrepreneurship, 1/e

S Anil Kumar



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About the Book

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.

Salient 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.
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 - ▶ Index Readership: 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
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About the Author

S Anil Kumar :- S. Anil Kumar, Professor and H.o.D. of Commerce and Management, NMKRV College for Women, Bangalore, has a wide academic and research experience of more than 25 years in the field of commerce and management. His other publications include: Marketing Strategies for Pharmaceutical Products; Scsrvcies Marketing; Entrepreneurship Development; Management Accounting. Company Law and Practice; Production and Operations Management and Financial Accounting, (3 Vols.) for UG and PG courses. He was an academic member of Bangalore University.