

About the Author

Aakash Punit is currently working as Assistant Professor in Department of Commerce in Ramnayan College, University of Delhi. He has wide base of experience of working with MNCs for almost 10 years under vivid projects under various capacities. He has himself experienced the problems that arrive during Entrepreneurial Projects. His main areas of interest include Marketing, Retail Management, Compensation Management, Advertising, Information Technology and Strategic Management.

About the Book

The main objective to design this book has been to serve the needs of first year students studying Business, Entrepreneurship and Management in Foundation Course under the four year undergraduate programme of University of Delhi. The book has tried to touch every topic which has been prescribed in the current syllabus. The author has covered some of the areas of study in brief and some in detail which can prove to be beneficial for students. Some of the topics like Women Entrepreneurship, Dalit Entrepreneurship, Glass Ceiling, Glass Escalation, Entrepreneurship Development Programme, Entrepreneurship etc. have been covered in detail. The book not only provides the fundamental knowledge to the students through the course details but also motivates students to undertake project work in order to develop their Entrepreneurial skills through various case studies.

BUSINESS, ENTREPRENEURSHIP AND MANAGEMENT

BUSINESS, ENTREPRENEURSHIP AND MANAGEMENT

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Annotated
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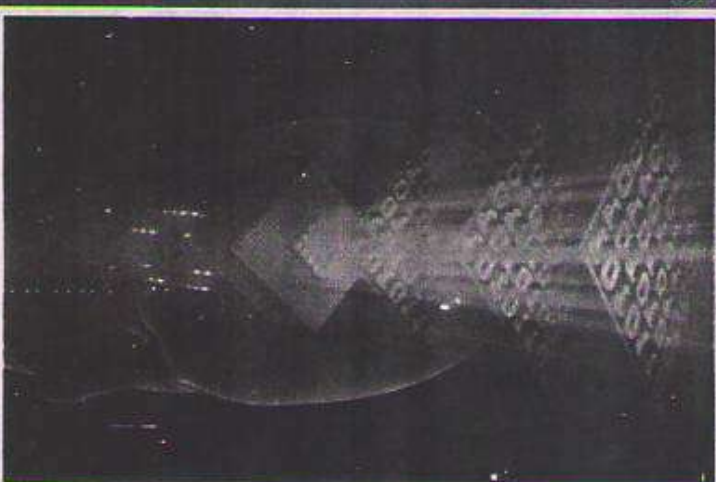
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सनाथ बिना बिना : ग्राम-मझियामा, पत्र-नेलहन, जिला-दरभंगा

About the book

This book has been designed to keep in mind the first year students studying Information Technology in Foundation Course under the four year undergraduate programme of University of Delhi. The book has tried to touch every aspect of Information Technology and tried to cover its influence in routine life of the people. It has covered some of the areas of study in brief and some in detail which can prove to be beneficial for students. The book not only provides the fundamental knowledge to the students but also motivates students to undertake project work in order to develop their IT skills through various project works and studies.

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Aakash Punit, is currently working as Assistant Professor in Department of Commerce in Ramnayan College, University of Delhi. He has wide base of experience of working with MNCs for almost 10 years under various projects in different capacities. He has himself experienced the problems that arise during IT projects. His main areas of interest include Marketing, Retail Management, Compensation Management, Advertising, Information Technology and Strategic Management.

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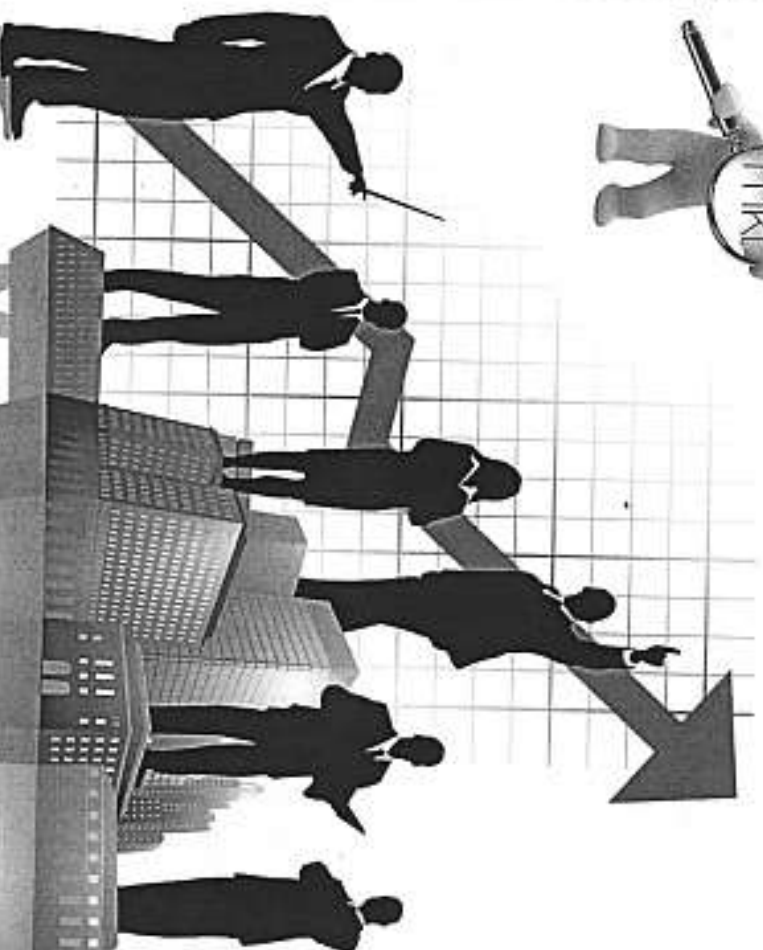


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