

COURSE OUTCOMES:

1. Understand and explain the key terms, definitions, and concepts used in Entrepreneurship Development
2. Apply the techniques of environmental analysis, opportunity assessment, feasibility study and generating business ideas
3. Construct a well structured business plan by including all the necessary elements of the business plan
4. Plan a start up by applying the knowledge of sources of finance and the supporting schemes offered by state and central governments and other entrepreneurial development organisations

SYLLABUS

Introduction to Entrepreneurship: Definition of Entrepreneur, Entrepreneurial traits, Entrepreneurial Culture, Administrative culture Vs Entrepreneurial Culture; Entrepreneur vs. Manager, Entrepreneur vs. Intrapreneur; The Entrepreneurial decision process; Role of Entrepreneurship in Economic Development; Ethics and Social Responsibility of Entrepreneurs; Opportunities for Entrepreneurs in India and abroad; Woman as Entrepreneur. Creating and Starting the venture: Environmental Analysis - Search and Scanning, Assessment of Opportunities; Business Idea, Sources of new Ideas, Techniques of generating ideas, Techniques of creative problem solving, product planning and development process.

The Business Plan: Nature and scope of business plan, Writing Business Plan, Evaluating Business plans, Using and implementing Business plans. Marketing plan, financial plan and the organizational plan; launching formalities. Financing and Managing the New Venture: Sources of Capital, Schemes offered by various commercial banks and financial institutions like IDBI, ICICI, SIDBI, SFCs, and Venture Capital. New venture Expansion Strategies and Issues, Record keeping, recruitment, motivating and leading teams, financial controls, Marketing and sales controls. E - Commerce and Entrepreneurship, Internet advertising. Institutional support to Entrepreneurship: Government policies and schemes for entrepreneurial development; Role of MSME, Directorate of Industries, District Industries centers (DICs), Industrial Development Corporation (IDC), Small Scale Industries Development Corporation (SSIDCs), Khadi and Village Industries Commission (KVIC), Technical Consultancy Organization (TCO), Small Industries Service Institute (SISI), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI)

RECOMMENDED TEXT BOOKS:

1. Robert Hisrich & Michael Peters, Entrepreneurship, TMH, 9th Edition, 2014.
2. Arya Kumar, Entrepreneurship – Creating and leading an entrepreneurial organization, Pearson, 2012

REFERENCE TEXT BOOKS:

1. Baringer and Ireland, Entrepreneurship, 4th Edition, Pearson, 2004.
 2. P. Narayana Reddy, Entrepreneurship – Text and Cases, Cengage Learning India, I edition, 2010
 3. "Corporate Entrepreneurship: Building The Entrepreneurial Organization" by Paul Burns published by Palgrave Macmillan.
 4. Drucker F Peter, "Innovation and Entrepreneurship", 1985. Heinemann, London.
 5. Entrepreneurship in the New Millennium, India Edition Doanld F Kuratko & Richard M Hodgeth- South-Western, Cengage Learning
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