

## Entrepreneurship Development

Course Code: 08C060015T

Course Title : Entrepreneurship Development

Semester :IV

Credits : 4

### Rationale

To understand the concept of entrepreneurship and skill sets of an entrepreneur, examine historical and theoretical perspective of entrepreneurship. To enable recognition and shaping of various opportunities for new venture, develop a credible business plan for real life situations and to explore the challenges of starting new ventures.

### Course Outline

Contents	No. of Lectures
<b>Unit-I Introduction to Entrepreneurship</b> Concept of entrepreneurship, entrepreneur's role, task and personality, theoretical perspective of entrepreneurship, entrepreneurial intention, entrepreneurial orientation, type of entrepreneurship, Understanding the entrepreneurial perspective in individuals, developing creativity, and understanding, innovation, Importance of entrepreneurship.	10
<b>Unit-II Evaluating Entrepreneurial Options and Startup Opportunities</b> Understanding the idea and an opportunity. The opportunity creating, shaping, recognizing, and seizing. Screening venture opportunities, gathering information and analysing. Evaluating venture opportunities and develop startup strategy. Feasibility analysis and risk-taking ability.	10
<b>Unit-III Understanding Business Model, Startup Finances, Capital &amp; Other Requirements</b> Understanding the Business model. Financial projections—how to forecast expenses and revenue. An overview of startup finance and sources of finances. Role of government institutions.	10
<b>Unit-IV Developing Business Plan &amp; Preparing the Speech</b> Understanding the structure of business plan. Gathering the resources, Developing financial plan, Marketing Plan, Human Resource, and operational plan. Examining sample business plans and writing business plan. Understanding the investor's perspective and presenting the business plan. Preparing the Elevator Pitch. Valuation of business plan.	10



<b>Unit V- Launching and managing new venture, Legal Aspect of Business</b> The importance of team, forming and building team for launching new venture. Entrepreneurial challenges as an individual and as an entrepreneur in launch and managing new venture. Risk mitigation, categorization of risk and Skills of managing business risk enhancing success. Legal form of new venture. Legal issues and other formalities related to venture.	10
--	----

### Course Outcomes

Upon successful completion of this course, candidates will be able to

- Develop critical thinking for shaping entrepreneurial strategies.
- Capability to identify relevant skill sets of an entrepreneurship, analyze the various underlying challenges, evaluate the practices and policies, and develop framework to make informed decisions.
- Develop a credible business plan for real life situations.

### Reference Books

15. Holt H. David(2005), Entrepreneurship New Venture Creation, Prentice-Hall.
16. Histrich D. Robert and Peters P. Michal Shepherd A Dean (2007), Entrepreneurship, McGraw Hill.
17. Suhail Abidi and Manoj Joshi, The VUCA Company, 2016, Jaico Publishing India, ISBN 978-81-8495-662-7.
18. Jeffry A. Timmons, L. Gillin, Sam Burshtein, Stephen Spinelli, New Venture Creation Entrepreneurship for 21st century, McGraw-Hill Education, 2010 - Entrepreneurship - 702 pages.