

**Name of the Subject:** ENTREPRENEURSHIP DEVELOPMENT  
**Course Code and Subject Code:** CC 301, ED  
**Course Credit:** FULL (50 SESSIONS OF 60 MINUTES EACH)

**Course Description**

Entrepreneurship is the most powerful economic force to humankind. The process of transforming creative ideas into commercially viable businesses continues to be our major challenge. Successful entrepreneurship requires more than merely luck and money. It is a cohesive process of creativity, risk taking, and planning. Business students today need courses and programs that set forth a basic framework for understanding the process of entrepreneurship.

**Evaluation pattern:**

Class participation and Attendance	10%
Presentations and Assignments	08%
Business Plan Report & Viva Voce	12%
Mid Term Examination	30%
End Term (University) Examination	40%

**Pedagogy:**

- Lectures
- Case study
- Subject Project
- Assignments

Session	Course Content	Percentile weightage
1 - 3	<b>Entrepreneurship &amp; Entrepreneurial Mindset</b> Nature & Development of Entrepreneurship, Entrepreneurial Process, How Entrepreneurs think, Ethics & Social Responsibility, Role of Entrepreneurship in Economic Development	5%
4 - 6	<b>Entrepreneurial Intentions &amp; Corporate Entrepreneurship</b> Intention to act Entrepreneurially, Entrepreneur Background & Characteristics, Role Model & Support Systems, Promoting Entrepreneurship in India: MSME route, Entrepreneurial intentions within existing organization, Managerial Vs. Entrepreneurial Decision Making, Establishing Corporate Entrepreneurship in Organization	5%
7 - 9	<b>Entrepreneurial Strategy: Generating and Exploiting New Entry Opportunities</b>	5%

	New Entry, Generation of New Entry Opportunity, Entry Strategy for new entry Exploitation, Risk Reduction Strategies for new Entry Exploitation	
10 - 13	<b>Creativity &amp; the Business Idea</b> Ideas from Trend analysis, Common Sources of New venture ideas, Methods of Generating Ideas & Solving Problems, Creativity & Entrepreneurship, Entrepreneurial Innovation, Opportunity Recognition, Product Planning and Development process, e-Commerce & Business Start-up	10%
14 - 17	<b>Identifying &amp; Analysing Domestic &amp; International Opportunities</b> Opportunity Recognition & Opportunity Assessment Plan, Information Sources, Nature of International Entrepreneurship, International Vs. Domestic Entrepreneurship, Technological Environment, Culture, Available Distribution Systems, Motivations & Strategic Effects of Going Global, Foreign Market Selection, Entrepreneurial Entry Strategies, Entrepreneurial Partnering, Barriers to International Trade, Implications for Global Entrepreneur	8%
18 - 19	<b>Protecting the Ideas &amp; Other Legal Issues for entrepreneurs</b> Intellectual Property, Need for a Lawyer, How to Select a Lawyer, Legal Issues in Setting Up the Organization, Patents, Business Method Patents, Start Up Without a Patents, Trademarks, Copyrights, Trade Secrets, Licensing, Product Safety & Liability, Insurance <b>(Additional resources from Internet to be provided)</b>	5%
20 - 24	<b>The Business Plan: Creating &amp; Starting the Venture</b> Planning as Part of the Business Operation, Business Plan, Who Will Write the Plan? Scope and Value of the Business Plan? Who Reads the Plan? How Do Potential Lenders and Investors Evaluate the Plan? Presenting the Plan, Information Needs, Using the Internet as a Resource Tool, Writing the Business Plan, Using and Implementing the Business Plan. Why Some Business Plans Fail <b>CASE: Mithailite Business Plan- Sugarfree Sweet Sweets Retailing Business</b>	10%
25 - 27	<b>The Marketing Plan</b> Industry Analysis, Marketing Research for the New Venture, Preparing the Marketing Plan, Characteristics of a Marketing Plan, The Marketing Mix, Steps in Preparing the Marketing Plan	10%
28 - 29	<b>The Organizational Plan</b> Developing the Management Team, Legal Forms of Business, Tax Attributes of Forms of Business, Limited Liability company, Designing the Organization, Building the Management Team and a Successful Organization Culture, The Role of a Board of Directors, The Board of Advisors, The Organization and Use of Consultant	5%

30 - 34	<b>The Financial Plan</b> Operating and Capital Budgets, Pro Forma Income Statements, Pro Forma Cash Flow, Pro Forma Balance Sheet, Break-Even Analysis, Pro-Forma Sources and Applications of Funds, Software Packages <b>CASE: Vegetrom Ltd.</b>	10%
35 - 37	<b>Sources of Capital</b> An Overview, Personal Funds, Family and Friends, Commercial Banks, Role of Government Agency in Small Business Financing, Research and Development, Limited Partnerships, Government Grants, Private Placement, Boot Strap Financing <b>(Additional Resources from Internet to be provided)</b>	7%
38 - 40	<b>Informal Risk Capital , Venture Capital &amp; Going Public</b> Financing the Business, Informal Risk-Capital Market, Venture Capital, Nature of Venture Capital, Valuing Your Company, Deal Structure, Going Public- Timing & Underwriter Selection, Registration Statement & Time Table, Legal Issues in India <b>CASE: Make My Trip</b>	5%
41 - 42	<b>Strategies for Growth &amp; Managing the Implications of Growth</b> Growth Strategies, Economic Implications of Growth, Implications of Growth for the Firm, Overcoming Pressures on Existing Financial Resources, Financial Control, Overcoming Pressures on Existing Human Resources, Overcoming Pressures on the Management of Employees, Overcoming Pressures on Entrepreneurs Time, Implications of Firm Growth to the Entrepreneur	5%
43 - 44	<b>Accessing Resources for Growth from External Sources</b> Using External Parties to Help Grow a Business, Franchising, Investing in a Franchise, Joint Ventures, Acquisitions, Mergers, Leveraged Buyouts, Overcoming Constraints by Negotiating for More Resources	5%
45 - 46	<b>Succession Planning &amp; Strategies for Harvesting &amp; Ending the Venture</b> Exit Strategy, Succession of Business, Options for Selling the Business, Bankruptcy, Law for Companies in India, Strategy during Re-organization, Keeping the Venture Going, Warning Signs of Bankruptcy, Reality of Failure, Business Turnarounds	5%
47 - 50	<b>Project: Students are required to prepare a business plan in a group of 4 which includes, introduction of the business, marketing plan, operational plan, financial plan and organization plan etc.</b>	

**Text Book:**

1. Entrepreneurship, Hisrich, Peters and Shepherd, TMH Publication, 8<sup>th</sup> Special Indian Edition

**Reference Books:**

1. Entrepreneurship-Creating and Leading an Entrepreneurial Organization, Arya Kumar, Pearson Education
2. Projects Planning, Analysis, Financing, Implementation and Review, Prasanna Chandra, Tata McGraw Hill Publication
3. Entrepreneurship, Rajeev Roy, Oxford University Press
4. Entrepreneurship: New Venture Creation, David Holt, Prentice Hall Publication
5. Entrepreneurship – Theory, Process, Practice, Kuratko & Hodgetts, Cengage Publication