

COO4B1 Entrepreneurship Development [4 Credits]

Learning Objective: *At the end of the course work, students should be able to understand the relationship between entrepreneur, entrepreneurship, and enterprise; and also the inter-linkages between entrepreneur, venture capital and economic development. At the end of the course students will gain the required knowledge about how to start a new venture and, introducing new product and service ideas.*

UNIT 1: Introduction (12 Hours)

Origin, growth, and development of entrepreneurship – The entrepreneurial and intrapreneurial mind – Entrepreneur, entrepreneurship, and enterprise – Women entrepreneurship – Entrepreneurial development training – Case study

UNIT 2: Importance of Business Plan (12 Hours)

Business Plan – Creativity and business idea – legal issues for the entrepreneur / Process of preparing successful business plan – Components of business plan – Case study

UNIT 3: Sources of Finance (12 Hours)

Financing the new Venture – Sources of development finance – Institutional finance for entrepreneurs – Role of financial institutions – Role of consultancy organizations – Case study

UNIT 4: Venture Capital Financing (12 Hours)

Informal risk capital and venture capital – Relationship between entrepreneurship, venture capital, and economic development – Economic impact of venture capital – Global venture capital scenario – Indian venture capital scenario – Role of venture capital associations

UNIT 5: Management of Business Venture (12 Hours)

Managing, Growing, and Ending the New Venture – Preparing for the new venture launch – Early management decision – Growth of the new venture – New venture expansion strategies and issues – Going public – Ending the venture

Suggested Readings:

1. Robert D. Hisrich & Micheal P. Peters, Entrepreneurship, Tata McGraw Hill
2. C. B. Gupta & N. P. Srinivasan, Entrepreneurship Development in India, Sultan Chand & Sons
3. Desai, Vasant, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing house
4. Drucker, Peter, Innovation and Entrepreneurship: Practice and Principles, Heinemann
5. Holt, David. H, Entrepreneurship: New Venture Creation, Prentice Hall India
6. Pandey, G. N, A Complete Guide to Successful Entrepreneurship, Vikas Publishing House

