

## Optional General Courses

**Code: MBOG001 Entrepreneurship**

**4 Credits**

Objective	At the end of the course the participant should be able to create new ventures and introducing new product and service ideas.
Contents	<p><b>Basics of Entrepreneurship</b> 15 hours Concept, knowledge and skills requirement; characteristic of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship; managerial vs. entrepreneurial approach and emergence of entrepreneurship. Different forms of businesses</p> <p><b>Starting the venture</b> 15 hours Opportunity : Scanning, Positioning and Analysing; Gathering the Resources; generating business idea – sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis; feasibility study – market feasibility, technical/operational feasibility, financial feasibility; drawing business plan; preparing project report; presenting business plan to investors.</p> <p><b>Functional plans</b> 15 hours marketing plan – marketing research for the new venture, steps in preparing marketing plan, contingency planning; organizational plan – form of ownership, designing organization structure, job design, manpower planning; Financial plan – cash budget, working capital, income statements; Cash flows; Balance sheet; break even analysis; Human Resource Plan – Recruitment, Selection, Staffing, Training and Development; Compensation; Performance Management; Operational Plans – Managing materials; use of Technology;</p> <p><b>Sources of finance</b> 15 hours debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs; legal issues – intellectual property rights patents, trade marks, copy rights, trade secrets, licensing; franchising. Developing Entrepreneurial Marketing: Competencies, Networks Rural Entrepreneurship; Social Entrepreneurship; Intrapreneurship; The Business Plan; Sources of External Support</p>
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References	<ol style="list-style-type: none"> <li>1. Entrepreneurship by RD Hisrich, MP Peters and DA Shepherd, Tata McGraw Hill Publishing, Latest edition</li> <li>2. Entrepreneurial Management by S.Bhargava, Response Books, Sage Publishing, Latest edition</li> <li>3. Business Plans for Dummies by P Tiffany &amp; SD Peterson, Wiley India, Latest edition</li> <li>4. Guide to Business Planning by G Friend &amp; S Zehle, The Economist publication, latest edition</li> </ol>

## Optional Non-Business Courses (ONBC)