

# Entrepreneurship

## Course Objectives

The objective of this course is to enable the students to face the ground realities of starting & managing their own Entrepreneurial ventures Syllabus

The syllabus covers Entrepreneurship which is playing a catalytic role in the rapid development of the country. The basic concepts, Entrepreneurship in Indian context. Supporting agencies, SSI initial processes and business management. Business plan and DPR structure and schemes

## Expected Outcome

At the successful completion of the course the students will develop the achievement motivation and Entrepreneurial competency. It will also familiarise the students with the ground realities of starting & managing their own Entrepreneurial ventures

## References

1. Charanthimath, Entrepreneurship development small business enterprises, Pearson education, 2008
2. Kuratko & Hodgetts, Entrepreneurship in The New Millennium, Cengage learning, 2009.
3. Vasant Desai: Small scale Industries and Entrepreneurship, Himalaya Publishing House, 2009.
4. Dollinger M J, Entrepreneurship strategies and resources, Pearson Education, New Delhi 2006
5. N P Sreenivasan and G P Gupta, Entrepreneurial development, Sulthanchand and Sons
6. Vasanth Desai “Dynamics of Entrepreneurial Development and Management”, Himalaya Publishing House, 2011
7. S.S.Khanka “Entrepreneurial Development”, S.Chand & Company Ltd., 2001
8. Bhide, Amar V., “The Origin and Evolution of New Business”, Oxford University Press, 2000.
9. Bellon Whittington “Competing through Innovation” , Prentice Hall, 2006
10. Peter F. Drucker, “Innovation and Entrepreneurship”, Harper Business, 2006
11. Michael H. Morris, Donald F. Kuratko, and Jeffery G Covin, “Corporate Entrepreneurship & Innovation”, Cengage learning, 2011.
12. John Bessant and Joe Tidd, “Innovation and Entrepreneurship”, John Wiley and Sons Ltd.,2011
13. A Sahay , V Sharma, Entrepreneurship and New Venture Creation, Excel Books, 2008

## Course Plan

I Introduction to Entrepreneurship - Definition of Entrepreneur, Forms of business, Entrepreneurial Traits, and Entrepreneur vs. Manager, Entrepreneur vs. Intrapreneur. Role of Entrepreneurship in Economic Development, Ethics and Social responsibility of Entrepreneurs. Opportunities for Entrepreneurs in India and abroad. Start up India, Stand up India - schemes, Woman as Entrepreneur opportunities and challenges.

II(a) The Entrepreneurial ideation and decision process. Managing Finance and Growth - Sources of capital, Venture capitalists, Angel Investors, Institutional Financial assistance: Role of IFC, IDBI, ICICI, LIC, SFC, SIPCOT and commercial Banks, Appraisal of Bank for loans and financial controls.

### First Internal Examination

II(b) E-commerce and Entrepreneurship, Features and evaluation of joint ventures, acquisitions, mergers, franchising. Public issues, rights issues, bonus issues and stock splits

III Small Scale Industries – Meaning, Importance, Evolution, Organisational Structure, Decision Making, Starting a Small Scale Industry-Phases, Training requirements, Small Industry Extension Training Institute, Legal frameworks, Registration procedures, Concessions and reliefs by Government, Sickness in Small Scale Industries.

### Second Internal Examination

IV Production in Small Scale Industry, Optimum Size of plant, Factors affecting production process, Production planning, control, Product mix, Rural entrepreneurship, Social entrepreneurship

V Incubation procedures and processes, Business plan preparation, DPR Structure and scheme, Reasons for failures, Revival process. Successful Entrepreneurs from India.

### Final Examination