

Entrepreneurship Development
EG3201MG

Year: III
Part: II

Total: 5 hours /week
Lecture: 3 hours/week
Tutorial: hours/week
Practical: 2 hours/week
Lab: hours/week

Course Description:

This course is designed to provide the knowledge and skills on formulating business plan and managing small business. The entire course deals with assessing, acquiring, and developing entrepreneurial attitude; skills and tools that are necessary to start and run a small enterprise.

Course Objectives:

After completion of this course students will be able to:

1. Explain the concept of business and entrepreneurship.
2. Explore entrepreneurial competencies.
3. Analyze business ideas and viability.
4. Formulate business plan with its integral components.
5. Manage small business.

Course Contents:

Theory

Unit 1. Introduction to Business & Entrepreneurship **[9 Hrs.]**

- 1.1. Overview of entrepreneur and entrepreneurship
- 1.2. Wage employment, self- employment and business
- 1.3. Synopsis of types and forms of enterprises
- 1.4. Attitudes, characteristics & skills required to be an entrepreneur
- 1.5. Myths about entrepreneurs
- 1.6. Overview of MSMEs (Micro, Small and Medium Enterprises) in Nepal

Unit 2. Exploring and Developing Entrepreneurial Competencies **[9 Hrs.]**

- 2.1. Assessing individual entrepreneurial inclination
- 2.2. Assessment of decision-making attitudes
- 2.3. Risk taking behavior and risk minimization
- 2.4. Creativity and innovation in business
- 2.5. Enterprise management competencies

Unit 3. Business identification and Selection **[4 Hrs.]**

- 3.1. Sources and method of finding business idea(s)
- 3.2. Selection of viable business ideas
- 3.3. Legal provisions for MSMEs in Nepal

Unit 4. Business plan Formulation **[18 Hrs.]**

- 4.1. Needs and importance of business plan
- 4.2. Marketing plan
 - 4.2.1. Description of product or service
 - 4.2.2. Targeted market and customers
 - 4.2.3. Location of business establishment
 - 4.2.4. Estimation of market demand

- 4.2.5. Competitors analysis
- 4.2.6. Estimation of market share
- 4.2.7. Measures for business promotion
- 4.3. Business operation plan
 - 4.3.1. Process of product or service creation
 - 4.3.2. Required fix assets
 - 4.3.3. Level of capacity utilization
 - 4.3.4. Depreciation & amortization
 - 4.3.5. Estimation office overhead and utilities
- 4.4. Organizational and human resource plan
 - 4.4.1. Legal status of business
 - 4.4.2. Management structure
 - 4.4.3. Required human resource and cost
 - 4.4.4. Roles and responsibility of staff
- 4.5. Financial plan
 - 4.5.1. Working capital estimation
 - 4.5.2. Pre-operating expenses
 - 4.5.3. Source of investment and financial costs
 - 4.5.4. Per unit cost of service or product
 - 4.5.5. Unit price and profit/loss estimation of first year
- 4.6. Business plan appraisal
 - 4.6.1. Return on investment
 - 4.6.2. Breakeven analysis
 - 4.6.3. Risk factors

Unit 5: Small Business Management [5 Hrs.]

- 5.1. Concept of small business management
- 5.2. Market and marketing mix
- 5.3. Basic account keeping

Practical: [30 Hrs.]

Unit 1: Introduction to Business & Entrepreneurship [2 Hrs.]

- 1. Collect business information through interaction with successful entrepreneur

Unit 2: Exploring and Developing Entrepreneurial Competencies [2 Hrs.]

- 1. Generate innovative business ideas

Unit 3: Product or service Identification and Selection [2 Hrs.]

- 1. Analyze business ideas using SWOT method

Unit 4: Business Plan Formulation [22 Hrs.]

- 1. Prepare marketing plan
- 2. Prepare operation plan
- 3. Prepare organizational and human resource plan
- 4. Prepare financial plan
- 5. Appraise business plan
- 6. Prepare action plan for business startup

Unit 5: Small Business Management [2 Hrs.]

- 1. Prepare receipt and payment account
- 2. Perform costing and pricing of product and service

Final written exam evaluation scheme			
Unit	Title	Hours	Marks Distribution*

1	Introduction to Business & Entrepreneurship	9	16
2	Exploring and Developing Entrepreneurial Competencies	9	16
3	Business identification and Selection	4	7
4	Business plan Formulation	18	32
5	Small Business Management	5	9
	Total	45	80