

SYLLABUS :-

IntroductionPossible value creation by an enterprise, direct employment, indirect employment, government revenue, value to consumers in terms of quality products and services, export and import substitution, fill technology void. challenges and opportunities of entrepreneurship - risk, return, professional fulfilment, spinoffs from academia - the global scenarioForms of Business OrganizationProprietorship, partnership, limited liability partnership, private limited, public limited, public sector enterprises, autonomous government institution, non-government organization (NGO) {Not For Profit Organization}Building and Leading Effective TeamSelecting a balanced team and related issuesImportant Tasks for Starting a New BusinessFormulating team, identifying the products and/ or services, deciding on geographical location, choosing a suitable form of business organization, naming and registering /incorporating a company, raising fund, establishing required infrastructure, recruitment of workers, establishing distribution network, trial production, full commercial operation, creating competitive advantages through product differentiation, branding and acquiring strategic assets.Sources of FundRaising loan fund, raising seed fund, raising equity capital, sources of grants/subsidies and margin money, loan restructuring and other concessions available to financially weak business units.Business PlanTeam strength, uniqueness of the business, why is it likely to be successful, financial forecast, SWOT analysis, Sensitivity analysis, unique selling propositionElevator PitchBankable Project ReportProject background, list of promoters and the value they bring, list of key machinery and equipment, detailed estimate of fund requirement, detailed financial projections, estimate of workingcapital requirement, projected financial statements, break-even analysis, sensitivity analysis,Introduction to Managementto Marketing management, human resource management, information systems managementProduct pricingSocial EntrepreneurshipIntroduction to Patent, Trademark, and CopyrightCritical Success and Failure FactorsLegal Issues of Business, Corporate Governance and Business Ethics