



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR**  
**B.Tech (CSE)– IV-I Sem**

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**(20A52701a) ENTREPRENEURSHIP & INCUBATION**  
**(HUMANITIES ELECTIVE II)**

**Course Objectives:**

- To make the student understand about Entrepreneurship
- To enable the student in knowing various sources of generating new ideas in setting up of New enterprise
- To facilitate the student in knowing various sources of finance in starting up of a business
- To impart knowledge about various government sources which provide financial assistance to entrepreneurs/ women entrepreneurs
- To encourage the student in creating and designing business plans

**Course Outcomes:**

- Understand the concept of Entrepreneurship and challenges in the world of competition.
- Apply the Knowledge in generating ideas for New Ventures.
- Analyze various sources of finance and subsidies to entrepreneur/women Entrepreneurs.
- Evaluate the role of central government and state government in promoting Entrepreneurship.
- Create and design business plan structure through incubations.

**UNIT I**

Entrepreneurship - Concept, knowledge and skills requirement - Characteristics of successful entrepreneurs - Entrepreneurship process - Factors impacting emergence of entrepreneurship - Differences between Entrepreneur and Intrapreneur - Understanding individual entrepreneurial mindset and personality - Recent trends in Entrepreneurship.

**UNIT II**

Starting the New Venture - Generating business idea – Sources of new ideas & methods of generating ideas - Opportunity recognition - Feasibility study - Market feasibility, technical/operational feasibility - Financial feasibility - Drawing business plan - Preparing project report - Presenting business plan to investors.

**UNIT III**

Sources of finance - Various sources of Finance available - Long term sources - Short term sources - Institutional Finance – Commercial Banks, SFC's in India - NBFC's in India - their way of financing in India for small and medium business - Entrepreneurship development programs in India - The entrepreneurial journey- Institutions in aid of entrepreneurship development

**UNIT IV**

Women Entrepreneurship - Entrepreneurship Development and Government - Role of Central Government and State Government in promoting women Entrepreneurship - Introduction to various incentives, subsidies and grants – Export- oriented Units - Fiscal and Tax concessions available - Women entrepreneurship - Role and importance - Growth of women entrepreneurship in India - Issues & Challenges - Entrepreneurial motivations.

**UNIT V**

Fundamentals of Business Incubation - Principles and good practices of business incubation- Process of business incubation and the business incubator and how they operate and influence the Type/benefits of incubators - Corporate/educational / institutional incubators - Broader business incubation environment - Pre-Incubation and Post - Incubation process - Idea lab, Business plan structure - Value proposition



**Textbooks:**

1. D F Kuratko and T V Rao, “Entrepreneurship” - A South-Asian Perspective – Cengage Learning, 2012. (For PPT, Case Solutions Faculty may visit : [login.cengage.com](http://login.cengage.com))
2. Nandan H, “ Fundamentals of Entrepreneurship”, PHI, 2013

**References:**

1. Vasant Desai, “Small Scale Industries and Entrepreneurship”, Himalaya Publishing 2012.
2. Rajeev Roy “Entrepreneurship”, 2<sup>nd</sup> Edition, Oxford, 2012.
3. B.JanakiramandM.Rizwanal “Entrepreneurship Development: Text & Cases”, Excel Books, 2011.
4. Stuart Read, Effectual “Entrepreneurship”, Routledge, 2013.

**E-Resources**

1. Entrepreneurship-Through-the-Lens-of-enture Capital
2. <http://www.onlinevideolecture.com/?course=mba-programs&subject=entrepreneurship>
3. [http://nptel.ac.in/courses/122106032/Pdf/7\\_4.pdf](http://nptel.ac.in/courses/122106032/Pdf/7_4.pdf)
4. <http://freevideolectures.com/Course/3514/Economics/-/Management/-/Entrepreneurhip/50>