



Course Title: FUNDAMENTALS OF ENTREPRENEURSHIP

Course Code: ENTR301

Credit Units: 3

Course Level: UG

Course Objectives:

- This course is designed to help students understand the basic nuances of Entrepreneurship.
- From this course the students will come to know about the motivation behind entrepreneurship.
- Students undergoing the course will be appraised on how to shape a business idea.
- The course will help students to identify the components of a Business Plan.

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	-	-	-	3

Pre-requisites: The students opting for this course should have a basic idea about businesses environment and should have keen interest in starting a business.

Student Learning Outcomes:

By the end of this course the student will be able:

- To identify the concept of entrepreneurship, its emergence and its need for society.
- To generate a business idea and diagnose for a new business opportunity.
- To prepare a business plan.
- To identify different institutional support available to the entrepreneur.

Course Contents/Syllabus:

	Weightage (%)
Module I : Basic Concepts of Entrepreneurship	20%
Entrepreneur : The concept of entrepreneur, Distinction between entrepreneur and manager, Entrepreneurial competencies or traits, Functions of entrepreneurs, Types of entrepreneurs, Women entrepreneurs, Entrepreneurship and its role : Role of entrepreneurship in economic development, Emergence of entrepreneurial class in India, Myths about entrepreneurship	
Module II: Environmental Monitoring and Importance of Business Idea	20%

Motivation to entrepreneurs, Environmental factors affecting entrepreneurship, Creativity and innovation, Sources of Idea, Idea generation techniques: Brainstorming, Reverse brain storming, Brain writing, Checklist method, Attribute listing.	
Module III: Scanning the Environment	20%
Opportunity Recognition: Identifying the business opportunity: SWOT and PESTEL analysis, Fundamentals of feasibility plan, Idea selection, Preliminary Screening, Idea and its importance, Pre-feasibility analysis- Stages of Project Feasibility Analysis-Market, Technical, Financial, Social and Ecological Analysis	
Module IV: Business Plan and Sources of Capital	20%
An introduction to the Business Plan, Components of Business Plan: Marketing plan, organizational plan, and financial plan. Sources of capital: Debt: Commercial banks, Institutional finance, private placement; Equity: personal, friends and family. Angel Financers and Venture capital.	
Module V : Institutional Support for Entrepreneurs	20%
MSMED Act 2006, Role of government & its nodal agencies in entrepreneurship development, Financial assistance and subsidies offered by government and developmental agencies – DIC, Ministry of MSME, NIESBUD, NSTEBD, Technology Development Board, EDII.	

Pedagogy for Course Delivery:

The course will be delivered with a mix of lectures, cases discussions and classroom activities for better acceptance of the prescribed topics. In addition to assigning the case studies, the course instructor will spend time in making the students understand the concept of entrepreneurship through sharing experiences by few entrepreneurs in class.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100%	-	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project	Home Assignment	Assignment	
Weightage (%)	10%	10%	5%	5%	70%

Text & References:

Text:

- Hisrich, Robert D., Michael P.Peters,Dean A. Sheperd (2007).*Entrepreneurship*. New Delhi : The McGraw-Hill Companies. Latest Edition.

References:

- Charantimath, Poornima M.(2009), *Entrepreneurship Development Small Business Enterprises*. New Delhi : Dorling Kindersley (India) Pvt. Ltd.
- Desai Vasant.(2007). *Fundamentals of Entrepreneurship and Small Business Management*.NewDelhi :Himalya Publishing House.
- Holt, david H. (1992), *Entrepreneurship New Venture Creation*. New Delhi . PHI Learnings Private Limited.

Journals

- Emerald emerging market case studies (EEMCS), Emerald
- Harvard Business Review (HBR)
- International Journal of Entrepreneurship & Innovation (IJEI), IP Publishing
- International Journal of Globalisation and Small Business (IJGSB) , Inderscience
- Journal of Business Venturing (JBV) - Elsevier
- Journal of Chinese Entrepreneurship (JCE), Emerald
- Journal of Entrepreneurship in Emerging Economies (JEEE), Emerald
- Journal of Small Business Management (JSBM), Blackwell Publishing
- Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald
- World Review of Entrepreneurship Management and Sustainability Development (WREMSD), Inderscience