



**Course Title: ENTREPRENEURSHIP AND NEW VENTURE CREATION**

**Course Code: ENTR601**

**Credit Units: 3**

**Course Level: PG**

L	T	P/ S	SW/ FW	TOTAL CREDIT UNITS
3	0	0	0	3

**Course Objectives:**

- To understand the concept of entrepreneurship and skill sets of an entrepreneur.
- To examine historical and theoretical perspective of entrepreneurship.
- To enable recognition and shaping of various opportunities for new venture.
- To develop a credible business plan for real life situations.
- To explore the challenges of starting new ventures.

**Pre-requisites: NIL**

**Student Learning Outcomes:**

- Graduates of the course will value entrepreneurial traits and instincts.
- By the end of this course, students will be able to demonstrate creativity and innovation,
- Students who complete this course will be able to identify potential business opportunity for new venture,
- By the end of this course, students will be able to develop business model and financial projections.

**Course Contents/Syllabus:**

	<b>Weightage (%)</b>
<b>Module I Introduction</b>	<b>15%</b>
Concept of entrepreneurship, entrepreneur's role, task and personality, theoretical perspective of entrepreneurship, entrepreneurial intention, entrepreneurial orientation, type of entrepreneurship, Understanding the entrepreneurial perspective in individuals, developing creativity and understanding innovation, Importance of entrepreneurship.	
<b>Module II Evaluating Entrepreneurial Options and Startup Opportunities</b>	<b>15%</b>
Understanding the idea and an opportunity. The opportunity creating, shaping, recognizing and seizing. Screening venture opportunities, gathering information and analyzing. Evaluating venture opportunities and develop startup strategy. Feasibility analysis and risk taking ability.	
<b>Module III Understanding Startup Finances, Capital &amp; Other Requirements</b>	<b>20%</b>
An overview of startup finance and sources of finance. Understanding the business model and financial projections—how to forecast expenses and revenue. Gathering the resources, developing entrepreneurial marketing and operational plan. Role of government institutions.	
<b>Module IV Developing Team and Presenting Business Plan</b>	<b>30%</b>
The importance of team, forming and building team. Examining sample business plans and writing business plan. Understanding the investor's perspective and presenting the business plan. Valuation of business plan and the elevator pitch.	
<b>Module V Launching and Managing the New Venture</b>	<b>20%</b>
Legal issue and other formalities. Legal form of new venture. Entrepreneurial challenges as an individual and as an entrepreneur, both. Skills of managing business risk enhancing success.	

**Pedagogy for Course Delivery:**

The course will be delivered through live examples of successful entrepreneurs. Exercise on risk taking behavior and idea generation will be undertaken. The case study method will also be used for entrepreneurial skill sets. In addition the course instructor will assist in

developing a business model and writing business plans. The instructor will assign live project on business model and develop the students' understanding to overcome hurdles on legal issues.

**Assessment/ Examination Scheme:**

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

**Theory Assessment (L&T):**

<b>Continuous Assessment/Internal Assessment</b>					<b>End Term Examination</b>
<b>Components</b>	<b>Class Test</b>	<b>Case discussion</b>	<b>Business Plan / Project</b>	<b>Student Attendance</b>	
<b>Weightage (%)</b>	10%	05%	10%	05%	70%

**Text books:**

- Holt H. David(2005), Entrepreneurship New Venture Creation, Prentice-Hall
- Histrich D. Robert and Peters P. Michal Shepherd A Dean (2007), Entrepreneurship, McGraw Hill

**References books:**

- Kuratko F. Donald and Hornsby S. Jeffery (2009), New Ventures Management, Entrepreneur Road Map, Pearson Education.
- Kuratko F. Donald and Hornsby S. Jeffery (2009): New Ventures Management, Entrepreneur Road Map, and Pearson Education.
- Stutely, R. (2002) : The Definitive Business Plan, FT Prentice Hall
- O'Rourke S. James(2009): Writing and presenting business plan, Cengage Learning
- Stevenson, H.H., Grousebeck, H.I., Roberts, M.J. and Bhide, A. (2000): New Business Ventures and the Entrepreneur, McGraw-Hill, Singapore.
- Timmons A. Jeffry and Jr. Stephen Spinell (2009): New Ventures Creation; Entrepreneurship for the 21<sup>st</sup> Century, McGraw Hill.

## **Journals**

- Harvard Business Review
- International Journal of Entrepreneurship and Innovation, IP Publishing
- Journal of Business Venturing - Elsevier
- Journal of Entrepreneurship in Emerging Markets, Emerald
- Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald

## **Any other Study Material:**

1. Idea Generation Tools: Brainstorming, Affinity Grouping, and Multi-voting, Institute of Healthcare Improvement, 2004
2. Culture and International Entrepreneurship, Samit M L, Florida Atlantic University, 2006
3. Why America Is Losing the Race for Entrepreneurial Talent, Knowledge @ Wharton, November 2012
4. Funding Guide for Entrepreneurs, London Chamber of Commerce and Industry, 2010.