



Course Title: ENTREPRENEURIAL RESOURCE MANAGEMENT

Course Code: ENTR312

Credit Units: 3

Course Level: UG

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	03

Course Objectives:

- The objective of this course is to make the student understand the philosophies, concepts, methods and practices that enable growth and sustainability in an entrepreneurial venture.
- The course provides students with an experiential and in-depth examination of the challenges involved in identifying and assessing an opportunity for an entrepreneurial venture.
- The course enables to create awareness on institutional programs for the growth of entrepreneurship.
- This course enables the student to understand the significance of credit rating and going public for an enterprise.

Pre-requisites:

The course is intended for those who have an interest in Entrepreneurship and open to practice the ideologies and methods in new venture management.

Student Learning Outcomes:

- The students who complete this course will be able to appraise the characteristics and competencies that influence successful entrepreneurial behavior
- Graduates of the course will be able to analyze the stages of the entrepreneurial process, from idea generation through to opportunity to new venture creation.
- The students who complete this course will be able to describe the importance of resource acquisition in the development and growth processes of entrepreneurial new ventures
- The students who complete this course will be able to identify and evaluate role of Incubators and networks available to assist entrepreneurs in establishing and developing their new ventures

Course Contents/Syllabus:

	Weightage (%)
Module I Introduction	20%
<ul style="list-style-type: none">• Entrepreneurship: Concepts of Entrepreneurship, Entrepreneurial competencies.• Factors affecting Entrepreneurial Growth: Economic and Non Economic.• Role and importance of entrepreneurship development in the economy- Barriers to entrepreneurship development• Identifying and screening opportunities for new ventures.• Exploiting opportunities.• New venture process and Legal formalities for setting up an Enterprise: Registration, licensing and clearances from specific departments for the units.	
Module II Managing resources of new venture	20%
<ul style="list-style-type: none">• Resources as a source of competitive advantage-Human resource, financial resource and technical capabilities (Valuable, Rare, Inimitable).• Overcoming pressure on existing resources: Capacity and Capability augmentation• Accessing External resources for business growth – Franchising, Joint venture, Acquisition, Mergers.	
Module III Institutional Support for growth of New Venture	25%
<ul style="list-style-type: none">• Central level Institutions support- Ministry of MSMEs, SIDO, NSIC, KVIC, Coir Board their vital role and services offered for MSMEs. EDPs run by Government.• State level organizations support – Directorate of Industries, District Industries Centre, State finance Corporation, state Industrial Development Corporations, Technical consultancy organization.• Other Support- Banks/Financial Institutions, Industry associations and Agencies in promotion of MSMEs. Concepts of Refinancing, lead banker, Consortium financing by SIDBI, NABARD, Public and Private Banks.• SEZ and NEPZ - their importance, challenges and trends in India.• International Support- Role of International organizations in development of MSMEs -World Association for Small and medium Enterprises (WASME), UNIDO projects and their contributions to the Indian economy.	
Module IV Incubator and network supports	15%
<ul style="list-style-type: none">• Concepts, Types and Role of Business Incubators.• Role of Catalyst Organization in Entrepreneurship Development - CII, FISME and other private entrepreneurial networks like TIE and NEN.• Role and Importance of Individual Mentors in development of an enterprise.	
Module V Credit Rating & Going Public	20%

- Importance and Kinds of Credit rating. Factors considered for rating. How to apply, procedures to get the company rated, merits and challenges of Credit rating.
- Working and Functioning of CRISIL, ICRA, CARE, SMERA rating agencies.
- Methods of raising funds from various sources, their comparative advantages.
- National and International Instruments available for Resources Mobilization.
- Merits and demerits of going public, challenges, alternatives to going public, Role of underwriters, registration, legal issues, reporting requirements after going public.
- Growing need for MSME stock exchange in India.

Pedagogy for Course Delivery: The course pedagogy will include lectures, case studies, guest lectures. It also include discussions on problems and challenges faced by small scale entrepreneurs in availing assistance provided by the government.

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	Home Assignment	Case Discussion	Viva	Attendance	70%
Weightage (%)	10%	5%	5%	5%	5%	

Text :

- Entrepreneurship – Robert D Hirsch, Michael Peters,–Tata Mc Graw.
- Entrepreneurship- Creating and leading an entrepreneurial Organization-Arya Kumar, Pearson Education
- Entrepreneurship Development - Poornima Charantimath- Pearson Education

References:

- Developing Entrepreneurship - Udai Pareek SANJEEV & Rao TV Printers Ahmedabad.
- Gupta and Srinivasan, Entrepreneurial Development, New Delhi, Sultan Chand, 1992.

- Hans Schollhammer and Arthur H. Kunitoff, *Entrepreneurship and Small Business Management*, John Wiley.
- James R. Cook and Harpet, *The Start-up Entrepreneur*, 1986.
- John E. Tropman and Gersh Mornistar, *Entrepreneurial systems for the 1990s*, Greenwood Press.
- R.A. Sharma, *Entrepreneurial Change in Indian Industries*, Sterling, Delhi.

Reading Material:

- A Conceptual Framework for Describing the Phenomenon of New Venture Creation; Gartner, William B.;*The Academy of Management Review*. Briarcliff Manor: Oct 1985. Vol. 10, Issue. 4; p. 696
- Barney, Jay B. 9 (2001). Resources-Based “Theories of competitive Advantage: A ten-year Restrospective on the Resource- Based view. *Journal of Management*, Vol. 27, No.6 , pp. 643-751.
- Becoming an entrepreneur – a question of personality structure?; Hermann B.; *Journal of Economic Psychology* 18 (1997) Pp. 157
- Entrepreneurial Folklore; Brockhaus, Robert H.;*Journal of Small Business Management*. Milwaukee: Jul 1987. Vol. 25, Issue3; p. 1
- Do You Want to Keep Your Customers Forever?, B. J. Pine II, D. Peppers, and M. Rogers (1995), HBR (Reprint No. 95209)
- The Spirit of Entrepreneurship; Abdnor, James;*Journal of Small Business Management*. Milwaukee: Jan 1988. Vol. 26, Issue 1; p. 1
- Opportunities and Entrepreneurship, Eckhardt, J., & Shane, S. (2003), *Journal of Management*, 29: 333-349.
- Why Entrepreneurship? A Worldwide Perspective; Shapero, Albert;*Journal of Small Business Management*. Milwaukee: Oct 1985. Vol. 23, Issue. 4; p. 1
- Creating entrepreneurs in India; Leo Paul Dana;*Journal of Small Business Management*. Milwaukee: Jan 2000. Vol. 38, Issue. 1; p. 86
- Some Empirical Aspects of Entrepreneurship; Evans, David S.; Leighton, Linda S.; *American Economic Review*, Jun 89, Vol. 79 Issue 3, p519
- Survival Chances of Newly Founded Business Organizations; Bruderl, Josef, Preisendorfer, Peter, Ziegler, Rolf.;*American Sociological Review*. Albany: Apr 1992. Vol. 57, Issue. 2; p. 227.
- Some Thoughts on Business Plans, William A. Sahlman, HBS Note# 897101
- The Five Stages of Small Business Growth, Neil C. Churchill, Virginia L. Lewis,HBR # 83301
- Who is an entrepreneur? Is the wrong question, Gartner, W. (1988), *American Journal of Small Business*, 12(4), 11-32.