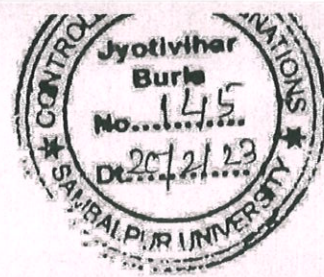


# ENTREPRENEURSHIP DEVELOPMENT



AED-1  
Lec-1  
20/2/23

## Course Objective:

1. The purpose of this course is to expose the student to the basic concepts of entrepreneurship and Common myths to becoming an entrepreneur. Students will be exposed to the functions of entrepreneurs, and problems faced by them in the real world.
2. To impart understanding of Entrepreneurial Finance, Assistance and role of entrepreneurial development agencies
3. To provide insights to students in converting an Idea to an opportunity and develop understanding of various funding sources for a startup.
4. Familiarizing the students on Developing a Business Plan and to provide basic understanding of Launching a New Venture

## Course Content:

**Unit I Introduction:** Meaning, definition and concept of entrepreneur, entrepreneurship and entrepreneurship development. The entrepreneurial mind-set, Entrepreneurship categories, Myths concerning entrepreneurship, Entrepreneurship's challenges, Ethics and Entrepreneurship, Corporate Entrepreneurship, Social Responsibility in Entrepreneurship, Entrepreneurship Ecosystem

**Unit II From Idea to opportunity:** Idea generation- sources and methods, identification and classification of ideas. Individual creativity: idea to business opportunity, Opportunity assessment, challenges of new venture start-up, Venture capital, Angel investing, Crowd funding

**Unit III Developing a Business Plan:** Environmental Scanning and SWOT analysis, and. The business plan as an entrepreneurial tool, Business Planning Process: elements of business planning, preparation of project plan, components of an ideal business plan – market plan, financial plan, operational plan, and, Feasibility Analysis – aspects and methods: Economic analysis, financial analysis, market-, and technological feasibility

**Unit V: The practice of sustaining and growing:** Evolution of a start up, Collaboration, Networking, Intellectual Property, Innovation for business Growth, Entrepreneurial growth strategies, Franchising, Stalling, Sickness, and Revival, Exiting the venture, Social Entrepreneurship, Rural Entrepreneurship, Women and Entrepreneurship

## Course Outcome:

- 1: Developing understanding of basic concepts of entrepreneurship.
- 2: Develop knowledge on Entrepreneurial Finance, Assistance and role of Entrepreneurial Development Agencies
- 3: Develop understanding of converting an Idea to an opportunity and develop understanding of various funding sources
- 4: Comprehend and develop skills to develop a Business Plan.
- 5: Students to have a basic understanding of Launching a New Venture

*Handwritten signatures and initials at the bottom of the page.*

## Suggested Readings

1. Roy: Entrepreneurship, OUP
2. Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hisrich Michael Peters Dean Shepherd, McGraw Hill
3. Khanka, S.S.; Entrepreneurial Development; S. Chand and Co.
4. Kumar, Arya; Entrepreneurship; Pearson Education.
5. Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing
6. Blundel, R. and Lockett, N.; Exploring Entrepreneurship Practices and Perspectives; Oxford Publications.
7. Dollinger, M. J.; Entrepreneurship: New Venture Creation; PHI Learning. Skills CP-

## MARK DISTRIBUTION AND QUESTION PATTERN

Total Marks- 100, End Term- 60 Marks, Mid Term- 40 Marks.

End Term Examination Time – 3 hours

Mid Term Examination Time – 1 hour

Mid Term Mark Distribution : Mid Term- 1 = 10 marks, Mid Term-2 = 10 marks, Assignment = 10 marks, Case Study = 10 marks, Midterm examination should carry question of 1 mark each like MCQ, Fill in the blanks, True/ False, Definition etc.

End Term Examination Mark Distribution


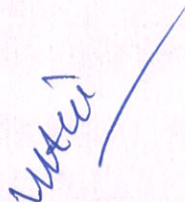
Q. 1. Twelve questions of 1 mark each. Question patterns should be of MCQ. Fill in the Blanks. True/ False, Definition (12 X 1) = 12.

For Unit-I (Q 2 or 3), II (Q 4 or 5), III (Q. 6 or 7) and IV (Q.8 or 9)

Each question (Q.2 to 9) will be of 12 marks and there should have alternative in each unit. The distribution of 12 marks will be decided by the paper setter.

(Suggested pattern of distribution of 12 marks are 12, 8+4, 6+6, 2+3+7, 4+4+4 etc)

Pass Percentage: The pass percentage is 30% (GP 3.5) and its should be considered taking midterm and end term together.



Bendana Seng  
