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ENTREPRENEURSHIP DEVELOPMENT

Course Objective:

This course provides students with a solid introduction to the entrepreneurial process of creating new businesses , role of Creativity and innovation in Entrepreneurial start-ups, manage family-owned companies ,context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.

Learning Outcomes:

1. Develop creative skills essential for being an entrepreneur

2. Perform feasibility analysis to identify potentially successful new venture.

3. Demonstrate effective teamwork and leadership skills

4. Identify funding options for setting up a new venture

Detailed Syllabus:

Unit 1: Entrepreneurial Management   (4L)

o   Entrepreneurship: Concept
o   Entrepreneur: Functions, Qualities, Entrepreneur vs Manager, Types (Clarence Danhof classification)
o   Forms of Ownership (New Venture Start-up): Sole Proprietorship, Partnership, Limited Liability Partnership, Corporation (Concepts only)
o   Corporate Entrepreneurship: Concept, Features, Hans Schollhammer Classification

Unit 2: Creativity & Innovation in Entrepreneurship   (10L)

o   Creativity: Stimulating creativity, organizational actions that enhance/ hinder creativity
o   David Holt's Model of the Creative Process
o   Innovation: Sources of innovation in business, concept of windows and corridors

Unit 3: Social Entrepreneurship   (10L)
o   Social Entrepreneurship: Concept and Relevance
o   Social Entrepreneurs: Characteristics and Functions
o   Social Entrepreneurship Organizational Matrix
o   Innovation and Entrepreneurship in social context
o   Start-up and early stage venture issues in creating and sustaining non-profit organizations

Unit 4: Family Business in Entrepreneurship   (10L)

o   Family Business: Concept, culture and evolution of family-based firms, structure, types of family based firms
o   Managing family businesses: Family and shareholder relationships, Reasons for conflict and conflict resolution in family businesses, managing leadership, succession planning and continuity

- o Role of women and their involvement in family-run businesses
- o Encouraging change in the family business system

Unit 5: Financing the Business Plan in Entrepreneurship   (16L)

- o People involved in the start-up (Entrepreneurs and co-founders, Angel investors, Venture capitalists, investment bankers)
- o Financing the New Venture: Seed Funding (Basic concepts of Series A, B, C Funding), Equity Financing, Venture Capital, Debt Financing, Loan Syndication, Consortium Finance, Commercial Banks (Appraisal of loan applications by financial institutions)

Unit 6: Feasibility Studies and Developing Business Plan   (10L)

- o Feasibility Studies: Concept and Stages (Pre-startup stage, Startup stage, Early growth stage, Late Growth Stage)
- o Business Plan: Format, Development of a B-plan

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6. Holt, D. H. (2004). Entrepreneurship new venture creation. New Delhi: Prentice Hall of India.
7. Kaplan, J. (2004). Patterns of entrepreneurship. Wiley.
8. Khandwalla, P. (2003). Corporate creativity. New Delhi: Tata McGraw Hill.
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