

Course Outline

Course Title: Entrepreneurship
M.COM

Course Objectives:

The objectives of this course are:

- To develop an appreciation of nature, process, importance and role of entrepreneurship in the economy.
- To contribute towards development of a mind-set that entrepreneurship is a legitimate career option.
- To develop ability to identify and evaluate the business ideas/opportunities and developing the business plan to convert them into real life business.
- To understand the entrepreneurial eco system

Course Contents:

Serial No	Topic
1	The Nature and importance of Entrepreneurship <ul style="list-style-type: none">• Nature and Development of Entrepreneurship• Entrepreneurial Decision Process• Role of Entrepreneurs in Economic development• Ethics and Social Responsibility of Entrepreneurship• The Future of Entrepreneurship
2	The Entrepreneurial and Intrapreneurial Mind <ul style="list-style-type: none">• The Entrepreneurship process• Managerial VS Entrepreneurial Decision Making• Entrepreneurial Leadership Characteristics
3	The individual entrepreneur <ul style="list-style-type: none">• Entrepreneurial Feelings• Entrepreneur Background and Characteristics• Motivation• Role Models and Support Systems• Male versus Female Entrepreneurs• Minority Entrepreneurship• Entrepreneurs versus Inventors
4	Inside the entrepreneurial mind: From Ideas to reality. <ul style="list-style-type: none">• Creativity Innovation & Entrepreneurship• Creative Thinking• Barriers to Creativity• The Creative Process• Protecting your Ideas
5	Ethical & Social Responsibility Challenges for entrepreneurs <ul style="list-style-type: none">• Defining Ethics• Ethics and Laws• Ethics and Business Decisions• The Social Responsibility challenges• Ethical Leadership for Entrepreneurs
6	Assessment & Evaluation of entrepreneurial Opportunities <ul style="list-style-type: none">• The challenges of New Venture Start ups• Pitfalls in selecting new ventures• Critical factors for new venture development• Why new venture fails?• The Evaluation Process
7	Environmental Assessment: Preparation for a New Venture <ul style="list-style-type: none">• The environment for new ventures.• Macro view: The economic and industry environment.• A micro view: The Community Perspective.

8	<p>Marketing Research for New Ventures.</p> <ul style="list-style-type: none"> • Marketing Research. • Inhibitors to Marketing Research. • Developing the Marketing Concept. • Marketing growth stages for growing ventures. • Marketing Planning.
9	<p>Financial Preparation for Entrepreneurial Ventures</p> <ul style="list-style-type: none"> • The importance of financial information for entrepreneur. • Preparing financial statements. • Pro forma statements • Capital Budgeting • Break-even-analysis • Ratio Analysis • Decision support system. (DDS)
10	<p>Managing Cash Flows</p> <ul style="list-style-type: none"> • Cash Management • The Cash Budget • Avoiding the Cash Crunch
11	<p>Sources of Capital Formation for Entrepreneurship.</p> <ul style="list-style-type: none"> • Debt versus equity • The venture Capital Market. • Informal Risk Capital-‘Angle’ financing
12	<p>Developing an effective Business Plan</p> <ul style="list-style-type: none"> • What is Business Plan? • Benefits of a Business plan. • Developing a well-conceived Business plan. • Elements of a Business Plan. • Presentation of the Business Plan.
13	<p>Creating a successful financial Plan</p> <ul style="list-style-type: none"> • Basic Financial Statements • Break even analysis
14	<p>Building a powerful Marketing Plan</p> <ul style="list-style-type: none"> • Building a Guerrilla Marketing Plan • Target Market • Customer Needs and Wants • The Marketing Mix
15	<p>Integrated Marketing Communications & Pricing Strategies</p> <ul style="list-style-type: none"> • Basics of Marketing Communication Plans • Selecting Advertising Media • Advertising Budget • Pricing Strategies and Tactics • Pricing for Manufacturing Firms • Pricing for Services • The Impact of credit on pricing
16	<p>Choosing the right location & layouts</p> <ul style="list-style-type: none"> • Location Criteria and options • Layout and Design Consideration • Build, Buy or lease

17	<p>Preparing for new venture launch: Early Management Decisions</p> <ul style="list-style-type: none"> • Record Keeping • Recruiting and Hiring New Employees • Motivating and Leading the teams • Financial Control • Marketing & Sales Control • Rapid Growth & Management Control • Creating Awareness of the New Venture • Hiring Experts
18	<p>Legal Structure of New Business Ventures</p> <ul style="list-style-type: none"> • Identify Legal Structure • Sole Proprietorship • Partnership • Cooperation • Franchising
19	<p>Legal Issues related to emerging ventures</p> <ul style="list-style-type: none"> • Patents • Copyrights • Trademarks • Franchising • Bankruptcy
20	<p>Global Opportunities for Entrepreneurs</p> <ul style="list-style-type: none"> • The International Environment. • Methods of going international • Entering the international Marketplace. • A procedural outline.
21	<p>Acquisition & Valuation of Business Ventures</p> <ul style="list-style-type: none"> • Acquisition of Business Venture. • The importance of Business Valuation • Analysing the Business • Establishing a Firm's value. • The Leveraged Buy-out (LBO)
22	<p>Managing Entrepreneurial Growth</p> <ul style="list-style-type: none"> • Venture Development Stages. • Building the adaptive firm. • The transition from an entrepreneurial style to a managerial approach. • Under-standing the Growth Stage.
23	<p>Leading the Growing Company & Planning for Management Succession</p> <ul style="list-style-type: none"> • Family-owned Business • The Management Succession Issue. • Key Factors in Succession. • Developing a succession Strategy. • The Harvest Strategy: Selling out.
24	<p>E- Commerce & the Entrepreneur</p> <ul style="list-style-type: none"> • Benefits of Selling on the web • Factors to consider • Approaches to E-Commerce • Strategies for E- Success

Recommended Text:

1. Hisrich and Peters, (1998) Entrepreneurship, McGraw-Hill
2. Donald F. Kuratko, Richard M. Hodegetts, Entrepreneurship, Theory, Process and Practise
3. Thomas W. Zimmer, Norman M, Essentials of entrepreneurship and small business management, Prentice Hall.
4. Timmons A. Jeffery, 1994, New Venture Creation, Entrepreneurship for 21st Century, Irwin McGraw-Hill