

COURSE TITLE	ENTREPRENEURSHIP AND BUSINESS PLAN
COURSE CODE	04GB0202
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Develop a comprehensive understanding of entrepreneurship, including its definition, historical perspectives, and its vital role in economic development and society.
- 2 Acquire the skills and knowledge necessary to identify and evaluate potential business opportunities through effective market research, feasibility studies, and SWOT analysis.
- 3 Learn the process of developing a robust business plan, including its components, writing, presentation, and integration of technology for strategic planning.
- 4 Explore various funding options available to startups, understand legal structures for businesses, and develop strategies for managing resources and scaling up operations.
- 5 Cultivate entrepreneurial leadership skills, decision-making abilities, and awareness of ethical considerations, while also gaining insights into the challenges and pitfalls associated with entrepreneurship.

Pre-requisite of course:None

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to Entrepreneurship Definition and Concept of Entrepreneurship, Characteristics and Traits of Successful Entrepreneurs, Historical Perspectives on Entrepreneurship, Importance of Entrepreneurship in Economic Development, Role of Entrepreneurs in Society, Entrepreneurial Mindset and Creativity, Entrepreneurial Opportunities and Innovation	15
2	Business Idea Generation and Evaluation Identifying Business Opportunities, Market Research and Analysis, Feasibility Studies, SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats), Assessing Risk and Uncertainty, Intellectual Property Rights and Protection, Evaluating Business Ideas and Concepts	15

Contents : Unit	Topics	Contact Hours
3	Business Plan Development Introduction to Business Planning, Components of a Business Plan: Executive Summary, Company Description, Market Analysis, Marketing and Sales Strategies, Operations Plan, Management and Organization, Financial Plan and Projections, Appendices, Writing and Presenting a Business Plan, Use of Technology in Business Planning, Legal and Ethical Considerations in Business Planning	15
4	Launching and Managing a New Venture Funding Options for Startups, Bootstrapping and Self-Financing, Angel Investors and Venture Capitalists, Crowd funding and Alternative Financing, Legal Structures for Businesses (Sole Proprietorship, Partnership, Corporation, LLC), Scaling Up and Growth Strategies, Managing Operations and Resources, Challenges and Pitfalls of Entrepreneurship, Entrepreneurial Leadership and Decision Making	15
Total Hours		60

Textbook :

- 1 Entrepreneurship: New Venture Creation, S.S. Khanka, S. Chand Publishing, 2021
- 2 Entrepreneurship Development and Small Business Enterprises, Poornima M. Charantimath, Pearson Education India, 2020
- 3 Disciplined Entrepreneurship: 24 Steps to a Successful Startup, Bill Aulet, Wiley, 2023
- 4 The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company, Steve Blank and Bob Dorf, K & S Ranch, 2022

References:

- 1 Entrepreneurship Development, Entrepreneurship Development, Vasant Desai, Himalaya Publishing House, 2023
- 2 The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Eric Ries, Crown Business, 2021
- 3 Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, Alexander Osterwalder and Yves Pigneur, Wiley, 2020

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery

Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <https://www.startupindia.gov.in>
- 2 <https://www.mca.gov.in>
- 3 <https://grow.google>