

B.Com. (Prog.)
Discipline Specific Core Course (DSC)

DSC-10 : ENTREPRENEURSHIP AND NEW VENTURE PLANNING

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Entrepreneurship & New Venture Planning DSC- 4.1	4	3	1	0	Pass in Class XII	NIL

Learning Objective:

This course aims at instituting entrepreneurial skills in the students by giving an overview of entrepreneurship and the competencies that are needed to become an entrepreneur. To enable students to explore and launch entrepreneurial ventures in their own areas of interest.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Describe distinct entrepreneurial traits.
2. Recognise the process and nature of entrepreneurship.
3. Identify the different ways in which entrepreneurs manifest in start-ups.
4. Comprehend the entrepreneurial process for initiating new venture creation.
5. Design strategies for the successful implementation of innovative ideas of new ventures.

SYLLABUS OF DSC-4.1

Unit 1: Introduction

Concept and Definitions Entrepreneurship, Entrepreneurial Mind-set, Traits/Qualities of Entrepreneurs, Entrepreneurship process; Theories of entrepreneurship; Factors affecting the emergence of entrepreneurship; Role of an entrepreneur in economic growth as an innovator; Generation of employment opportunities; complementing and supplementing economic growth; Bringing about social stability and balanced regional development of industries.

Unit 2: Types of Entrepreneurs

Classification and Types of Entrepreneurs; Women Entrepreneurs; Social Entrepreneurship; Corporate Entrepreneurs, Family Business: Concept, structure, and kinds of family firms; Culture and evolution of family firm; Managing Business.

Unit 3: Business plan

Creating Entrepreneurial Venture: Generating Business ideas, Team building, Sources of Innovation, Creativity, and Entrepreneurship; Challenges in managing innovation; Entrepreneurial strategy and Scaling up, Business planning process; Drawing business plans; Failure of the business plan.

Unit 4: Mobilizing Resources

Resource Mobilization for entrepreneurship: Resources mobilization, types of resources, Process of resource mobilization, Arrangement of funds; writing a Funding Proposal, Traditional sources of financing, Venture capital, Angel investors, Business Incubators.

Unit 5: Managerial Aspects of Business and Government Initiatives

Managing finance; Understanding capital structure; organisation structure and management of human resources of a new enterprise; Marketing-mix; Management of cash; Relationship management; Cost management, Government initiatives for promoting entrepreneurship.

Exercises:

The learners are required to:

1. Discuss various cases of entrepreneurship and distinguish between different entrepreneurial traits.
2. Prepare a business plan for a start-up venture in a rural setting after analyzing the various facets of the rural economy.
3. Analyse and present the key initiatives of the government of india for promoting entrepreneurship in the country in a business area.
4. Analyse and interpret case study on business philosophy at Tata Group, Aditya Birla Group, Reliance Industries Limited, and similar organisations.
5. Participate in business plan competition-designing a business plan proposal and identifying alternative sources of raising finance for the start-ups.

Suggested Readings:

- Barringer, B.R., & Ireland, R.D. (2015). *Entrepreneurship*. Pearson.
- Gersick, K. E., Davis, J. A., Hampton, M. M., & Lansberg, I. (1997). *Generation to generation: Life cycles of the family business*. Boston, United States: Harvard Business School Press.
- Hisrich, R.D., Manimala, M.J., Peters, M.P., & Shepherd, D.A. (2013). *Entrepreneurship*. Delhi, India: Tata McGraw Hill.
- Kuratko, D.F., & Rao, T. V. (2012). *Entrepreneurship: A South-Asian Perspective*. Cengage.
- Shukla, M.B. (2007). *Entrepreneurship and Small Business Management*. Allahabad, India: Kitab Mahal Publishers.
- Nicholls, A. (Ed.). (2006). *Social entrepreneurship new models of sustainable social change*. London: United Kingdom: Oxford University Press.