

JYOTI NIVAS COLLEGE AUTONOMOUS

Programme: B.Com / TM / LSM / Integrated B.Com – M.com

Semester: VI

ENTREPRENEURSHIP DEVELOPMENT AND BUSINESS OPPORTUNITIES

No. of Credits: 3

No. of Hours: 45

COURSE OBJECTIVES:

- To impart conceptual and managerial skills to students
- To create awareness among the students about the various institutions which supports entrepreneurship
- To understand new venture creation opportunities, its resources and requirements for enterprise start-up

LEARNING OUTCOMES:

- It will enable the students to become innovative and establish a foundation of confidence in the skills necessary to establish an enterprise.
- The course will enable the students to know the various strategies in overcoming the business challenges.
- It will help the students to analyze start-up capital requirement by analyzing legal factors.

UNIT 1: INTRODUCTION TO ENTREPRENEURSHIP

10 HRS

Meaning and concept of entrepreneurship, the history of entrepreneurship development, competency requirement for Entrepreneurs, role of entrepreneurship in economic development, Myths about entrepreneurs, barriers to entrepreneurship, types of entrepreneurs, Problems and institutions promoting women entrepreneurs, Entrepreneurs, managers and Intrapreneurs (concept). Emerging trends in entrepreneurship: Technopreneurship, Netpreneurs, Agripreneurs, portfolio entrepreneurship.

UNIT 2: MICRO SMALL MEDIUM ENTERPRISES

07 HRS

Definition-types-role of MSME in Industrialization and economic development of India; policies of Karnataka Government regarding location of small scale industries, incentives offered; sickness in small scale units-causes and consequences, prevention and remedies. Weak industries. Make in India (concept).

UNIT 3: INSTITUTIONS PROMOTING ENTREPRENEURSHIP

08 HRS

The Small Industries Development Bank of India(SIDBI), The State Small Industries Development Corporation(SSIDC), State Industrial Development Corporation (SIDC), State Financial Corporation (SFCs), AWAKE, NABARD, IFC, DIC, Schemes floated by Commercial banks, Venture capitalists, Angel Investors, Industrial Park (Meaning, features, and examples), Special Economic Zone (Meaning, features and examples).

UNIT 4: STARTUP CAPITAL REQUIREMENTS AND LEGAL ENVIRONMENT

10 HRS

Identifying start-up capital resource requirement, estimating start-up cash requirements, positioning the venture in the value chain, launch strategy to reduce risk. The Legal environment, approval for new ventures, taxes or duties payable for new ventures, dealing with failure: Bankruptcy, exit strategies.

**UNIT 5: IDENTIFICATION OF BUSINESS OPPORTUNITIES AND
BUSINESS PLAN**

10 HRS

Steps involved in starting a small Enterprise-Financial, technical, social, legal and managerial feasibilities of the project. Business Plan- meaning- features. ProjectProposal- meaning, steps to prepare project proposal.

SKILL DEVELOPMENT:

- List out the women entrepreneurs who have contributed to the growth of Indian economy
- Analyze the companies that encourage Intrapreneurs.
- Prepare a report on 5 successful Indian Entrepreneurs.
- Identify the traits required for an entrepreneur.
- List out the various Government schemes for promoting Start Ups

BOOKS FOR REFERENCE:

- Vasant Desai: Entrepreneurship and Small-Scale Industry, Himalaya Publishing House.
- Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning 2016
- Steven Fisher, Ja-nac Duanc, The Startup Equation – A Visual
- Guidebook for Building Your Startup, Indian Edition, McGraw Hill Education India Pvt. Ltd.2016
- Donald F Kuratko, Jeffrey S Homsby,
- New Venture Management: The Entrepreneur's Road Map,2c, Routledge2017
- Vijay Sathe, Corporate Entrepreneurship, 1c, Cambridge,2009

Note: Latest edition of text books may be used.