

## **GE: MG 305: ENTREPRENEURSHIP AND NEW VENTURE CREATION**

### **Course Objectives:**

The major emphasis of the course will be on creating a learning system through which management students can acquaint themselves with the special challenges of starting new ventures and introducing new product and service ideas. By linking theory and practice the course aims to provide students an entrepreneurial perspective and a hands-on experience in the development of new business ventures.

### **Learning Outcomes:**

- Develop creative skills essential for being an entrepreneur
- Perform feasibility analysis to identify potentially successful new venture.
- Demonstrate effective teamwork and leadership skills
- Identify funding options for setting up a new venture

### **Course Contents:**

#### **Unit I**

**(2 Weeks)**

#### **Concept of Entrepreneurship:**

The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, entrepreneur's role, task and personality, types of entrepreneurship, Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance/hinder creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.

#### **References:**

Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Essentials of entrepreneurship and small business management. Boston: Pearson. [Ch 1 and 2]

Agrawal, R. and Mehra, Y. S. (2017). Project Appraisal and Management. New Delhi. Taxmann Publications [Ch 10]

#### **Unit II**

**(4 Weeks)**

#### **Developing Successful Business Ideas:**

Recognizing Opportunities and Generating Ideas, Entry strategies: New product, Franchising, Buying an existing firm, Franchising; advantages/disadvantages of franchising; types of franchise arrangements; franchise evaluation checklist, Feasibility Analysis : Marketing,

## **ENTREPRENEURSHIP AND NEW VENTURE CREATION**

Technical and Financial Feasibility analysis, Industry and Competitor Analysis, Assessing a New Venture's Financial Strength and Viability, Writing a Business Plan, Developing an Effective Business Model

### **References:**

Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Essentials of entrepreneurship and small business management. Boston: Pearson. [Ch 3,4 and 6]

Agrawal, R. and Mehra, Y.S. (2017). Project Appraisal and Management. New Delhi: Taxmann Publications [Ch 2,3 and 4]

Holt, D. H. (2004). Entrepreneurship: New venture creation. Englewood Cliffs, NJ: Prentice Hall. [Ch 3]

### **Unit III**

**(2 Weeks)**

#### **Moving from an Idea to a New Venture:**

Preparing the Proper Ethical and Legal Foundation, Building a New-Venture Team, Leadership; Corporate Entrepreneurship, Social Entrepreneurship, Strategic planning for business; Steps in strategic planning, Forms of ownership – Sole proprietorship; partnership; limited liability partnership and corporation form of ownership; advantages/disadvantages.

### **References:**

Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Essentials of entrepreneurship and small business management. Boston: Pearson. [Ch. 5,8 and 16]

Agrawal, R. and Mehra, Y.S. (2017). Project Appraisal and Management. New Delhi: Taxmann Publications [Ch 10]

### **Unit IV**

**(4 Weeks)**

#### **Financing the New Venture:**

Financing entrepreneurial ventures; Managing growth; Valuation of a new company; Harvesting and Exit Strategies; Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions,

Alternate Source of Funding: Venture capital, Angel Investment, Crowd Funding, Boot Strapping, Business Incubators, Government grants and Subsidies.

## ENTREPRENEURSHIP AND NEW VENTURE CREATION

Financial schemes offered by various financial institutions and study of Government Schemes that support Entrepreneurs, Start-ups, MSMEs, any new venture, rules and regulations governing support by these institutions.

### References:

Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Essentials of entrepreneurship and small business management. Boston: Pearson. [Ch 9,10,11 and 13]

Agrawal, R. and Mehra, Y. S. (2017). Project Appraisal and Management. New Delhi: Taxmann Publications [Ch 11]

### Textbooks:

1. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Essentials of entrepreneurship and small business management. Boston: Pearson.
2. Agrawal, Rashmi and Mehra, Yogieta S. (2017). Project Appraisal and Management. New Delhi: Taxmann Publications
3. Holt, D. H. (2004). Entrepreneurship: New venture creation. Englewood Cliffs, NJ: Prentice Hall.

### Additional Readings:

1. Burns, P. (2001). Entrepreneurship and small business. New Jersey: Palgrave.
2. Drucker, P. F. (2006). Innovation and entrepreneurship: Practice and principles. USA: Elsevier.
3. Kuratko F. Donald and Hornsby S. Jeffery (2009), New Ventures Management, Entrepreneur Road Map, Pearson Education.

### Teaching Learning Process:

Lecture, discussion, PowerPoint presentations, case studies on entrepreneurs, workshop on various funding options for entrepreneurs and to prepare a business plan.

### Assessment Methods:

Internal Assessment: 25 marks

Written Theory Exam: 75 marks

## **ENTREPRENEURSHIP AND NEW VENTURE CREATION**

### **Keywords:**

Entrepreneurship, Innovation, Creativity, Franchising, Business Plan, Feasibility Analysis, New Venture, Leadership, Corporate and Social Entrepreneurship, Valuation, Sources of Funding