

17BB305-ENTREPRENEURSHIP DEVELOPMENT

Objective of the Course:

The objective of the course is to make students understand the concept, process, types and promotion of entrepreneurship. This course will develop skills of students in the area of conducting feasibility studies, analysis of opportunities and strategies, exploration of new start-up businesses and to acquaint the students about various issues of entrepreneurship .

Learning outcomes

At the end of the course the student will be able to

1. Understand concepts, process and types of entrepreneurship.
2. Able to develop skills in the area of conducting feasibility studies, analysis of opportunities and strategies and promotion of entrepreneurship
3. To acquaint the students about various other issues of entrepreneurship, like exploration of new start-up businesses and funding.
4. To hone their abilities to build their own startups systematically.

UNIT - I (12 Hours)

Nature and Forms of Entrepreneurship:

Entrepreneurship Concept, Entrepreneurial motivation, Ethics in entrepreneur, Characteristics, Essential features, functions of entrepreneur, kinds of entrepreneurs, corporate entrepreneurship, Intrapreneurs - Introduction to Edupreneurship, Agripreneurship, Tourism entrepreneurship, Social entrepreneurship, Ecological entrepreneurship, Technopreneurship

UNIT - II (12 Hours)

Startups: Concept, need, factors, life cycle, Introduction to innovation and disruptive innovation, sources of start-up ideas and evaluation criteria ,Technology based start-ups, characteristics of Tech startup, new startup model, key factors for success and reasons for failure. Recent central, AP and Telangana government startup and innovation policy, central government support to startups.

UNIT - III (12 Hours)

Legal and Financial aspects of the Entrepreneurship:

statutory requirements for startups, Entrepreneurs and legal regulatory systems, patents and trademarks, Intellectual Property Rights,

Financing by Commercial Banks, Bank Loans, , specific type of finance like Angel investors Venture capital, funds from Mudra Bank, Government Grants and Subsidies

UNIT - IV (12 Hours)

Business Planning, and Feasibility Studies: The Concept of Business planning and modeling, Importance and contents of business plan, Internal and External Environment Analysis, Technological Competitiveness, Feasibility, SWOT Analysis, Product and Process Development, Major steps in product development.

UNIT - V (12 Hours)

MSME and Entrepreneurship Development: Role of Small & Medium Enterprises: Meaning & Role, Contribution of GDP & Employment. Problems and prospects of MSMEs. Government policy for SMEs Protection. Need for EDPs, Objectives of EDPs, course contents and curriculum of EDPs, Phases of EDPs, & Evaluation of EDPs.

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Convert your business ideas by drafting a business plan and carefully evaluate the possible business opportunities.
2. Prepare a brief case study based on any successful local entrepreneur by analyzing the failures and success factors.
3. List out and analyze the profiles of any three new age Entrepreneurs.
4. Visit the DIC and make list of the various existing institutions supporting Entrepreneurs in Andhrapradesh and analyze the facilities provided by them.
5. Arrange for a guest lecture by an entrepreneur of your choice.
6. Analyze the scope of Angel Investing and Venture Capital in India.

Text Books:

1. H. Nandan, Fundamentals of Entrepreneurship, PHI, First Edition, New Delhi, 2007.

2. Robert D Hisrich, Michael P Peters, Dean A Shepherd, Entrepreneurship, TMH, Sixth Edition, New Delhi, 2006.
3. P. Naryana Reddy, Entrepreneurship – Test and Cases, Cengage Learning, Third Impression, New Delhi, 2011.

References Books:

1. Madhurima Lall, Shikha Sahai, entrepreneurship, Excel Books, First Edition, New Delhi, 2006.
2. S.S. Khanka, Entrepreneurial Development, S. Chand and Company Limited, New Delhi, 2007.
3. Thomas W. Zimmerer, Norman M. Scarborough, Essentials of Entrepreneurship And
4. Small Business Management, Fourth Edition, Pearson, New Delhi, 2006
5. Charles E. Bamford, Garry D. Bruton Entrepreneurship: a small business approach, MHE New Delhi, 2015.