



<b>Semester: II</b>	
<b>Paper Name: Entrepreneurship Development</b>	
<b>Type: Minor</b>	<b>Code: B1BMS2322</b>
<b>Credit: 5</b>	<b>Full Marks: 100</b>

### LEARNING OBJECTIVES:

The present course offers students a comprehensive initiation into the entrepreneurial process of establishing novel enterprises. It encompasses the significance of creativity and innovation in entrepreneurial start-ups, the management of family-owned companies, the context of social innovation and social entrepreneurship, and the concerns and methodologies of financing entrepreneurial businesses.

### LEARNING OUTCOMES:

On successful completion of the course, the students should possess the capability to:

- Acquire the necessary creative skills that are imperative for an individual to become a successful entrepreneur.
- Conduct a feasibility analysis as a crucial step in identifying a potentially successful new venture.
- Exhibit proficient abilities in working collaboratively and leading a team.
- Determine potential sources of financing for the establishment of a novel enterprise.

### DETAILED SYLLABUS:

Unit No.	Unit Name	Topics (# Lectures)	
1	Entrepreneurial Management	<ul style="list-style-type: none"> <li>⊙ <i>Entrepreneurship: Concept</i></li> <li>⊙ <i>Entrepreneur: Functions, Qualities, Entrepreneur vs. Manager, Types (Clarence Danhof's classification)</i></li> <li>⊙ <i>Corporate Entrepreneurship: Concept, Intrapreneur vs. Entrepreneur; Features, Hans Schollhammer Classification</i></li> </ul>	#4 lectures
2	Creativity & Innovation in Entrepreneurship	<ul style="list-style-type: none"> <li>⊙ <i>Creativity: Stimulating creativity, organizational actions that enhance/hinder creativity</i></li> <li>⊙ <i>David Holt's Model of the Creative Process</i></li> <li>⊙ <i>Innovation: Sources of innovation in business; Concept of windows and corridors</i></li> <li>⊙ <i>IPRs: An Overview (Patent, Trademark, Copyright, Interpersonal Skills)</i></li> </ul>	#10 lectures
3	Social Entrepreneurship	<ul style="list-style-type: none"> <li>⊙ <i>Social Entrepreneurship: Concept and Relevance</i></li> <li>⊙ <i>Social Entrepreneurs: Characteristics and Functions</i></li> <li>⊙ <i>Social Entrepreneurship Organizational Matrix</i></li> <li>⊙ <i>Innovation and Entrepreneurship in the social context</i></li> <li>⊙ <i>Start-up and early-stage venture issues in creating and sustaining non-profit organizations</i></li> </ul>	#10 lectures

4	Family Business in Entrepreneurship	<ul style="list-style-type: none"> <li>⊙ <i>Family Business: Concept, culture, and evolution of family-based firms, structure, types of family-based firms</i></li> <li>⊙ <i>Managing family businesses: Family and shareholder relationships, Reasons for conflict and conflict resolution in family businesses, managing leadership, succession planning, and continuity</i></li> <li>⊙ <i>Role of Women and their involvement in family-run businesses</i></li> </ul>	#10 lectures
5	Financing the Business Plan in Entrepreneurship	<ul style="list-style-type: none"> <li>⊙ <i>People involved in the start-up (Entrepreneurs and co-founders, Angel investors, Venture capitalists, investment bankers)</i></li> <li>⊙ <i>Financing the New Venture: Seed Funding (Basic concepts of Series A, B, C Funding), Equity</i></li> <li>⊙ <i>Financing, Venture Capital, Debt Financing, Loan Syndication, Consortium Finance,</i></li> <li>⊙ <i>Commercial Banks (Appraisal of loan applications by financial institutions)</i></li> </ul>	#16 lectures
6	Feasibility Studies and Developing Business Plan	<ul style="list-style-type: none"> <li>⊙ <i>Feasibility Studies: Concept and Stages (Pre-startup stage, Startup stage, Early growth stage, Late Growth Stage)</i></li> <li>⊙ <i>Business Plan: Format, Development of a B-plan</i></li> <li>⊙ <i>Concept of Business Model Canvas</i></li> </ul>	#10 lectures

#### **SUGGESTED TEXTBOOKS/ READING MATERIALS:**

1. Burns, P. (2007). *Entrepreneurship and Small Business*. Palgrave Macmillan.
2. Drucker, P. F. (2006). *Innovation and Entrepreneurship: Practice and principles*. USA: Elsevier.
3. Gersick, K. E., Davis, J. A., Hampton, M. M., & Lansberg, I. (1997). *Generation to generation: Life cycles of the family business*. Boston: Harvard Business School Press.
4. Hisrich, R., & Peters, M. (2002). *Entrepreneurship*. New Delhi: Tata McGraw Hill.
5. Holt, D. H. (2004). *Entrepreneurship new venture creation*. New Delhi: Prentice Hall of India.
6. Kaplan, J. (2004). *Patterns of entrepreneurship*. Wiley.
7. Khandwalla, P. (2003). *Corporate creativity*. New Delhi: Tata McGraw Hill.
8. Mullins, J. (2004). *New business road test*. New Delhi: Prentice Hall.
9. Nicholls, A. (Ed.). (2006). *Social entrepreneurship new models of sustainable social change*, Oxford University Press.
10. Prahalad, C. K. (2006). *Fortune at the bottom of the pyramid, eradicating poverty through profits*. Wharton School Publishing.
11. Scarborough & Zimmerer, *Effective Small Business Management*
12. Stevenson, H. (Ed.). (2007). *Perspective on entrepreneurship*. Boston: Harvard Business Press