

Course Type	Course Code	Name of the Course	L	T	P	Credits
DE	EMSD516	Entrepreneurship Management	3	0	0	3

Course Objective

This course is designed to provide a broad overview of the concept and evolution of Entrepreneurship management. It focuses on different aspects of entrepreneurial activities, like creativity and innovation, strategies for startup businesses, and designing a business plan for starting a business.

Learning Outcomes

Upon successful completion of this course, students will develop:

- To understand the broad concept, evolution, and framework of entrepreneurship.
- To thoroughly understand the various aspects of designing a strategic and business plan.
- To understand the concept, functioning, and regulations in startup ventures.

Unit No.	Topics to be Covered	Lecture Hours	Learning Outcome
1.	<ul style="list-style-type: none"> • Introduction to Entrepreneurship • Concept and Evolution of Entrepreneurship • Entrepreneurial Process • Classification and type of Entrepreneurs • Creativity and Innovation, Opportunity Assessment 	10	<ul style="list-style-type: none"> • To develop an understanding of the Concept and evolution of Entrepreneurship • To explore the possibility of innovation and creativity and their relation with Entrepreneurs • To learn the process of observing entrepreneurial opportunities and their evaluation
2.	<ul style="list-style-type: none"> • Idea Generation and Evaluation • Preparation of strategic and business plan • Business Strategies of start-up companies • Business Model of innovative companies 	10	<ul style="list-style-type: none"> • To develop an understanding of the preparation of a feasibility plan and business plan • To understand the environmental factors affecting entrepreneurship. • To evaluate the strategies and business models of various start-up companies.
3.	<ul style="list-style-type: none"> • Sources of Finance for Entrepreneurship • Venture Capital • Venture capital and Angel Investing • Valuation Techniques of start-up companies • Financial Strategies of start-up companies 	8	<ul style="list-style-type: none"> • Provide students with an understanding of sources of finance for entrepreneurs. • To analyze venture capital and angel investing as sources of funds for innovative businesses. • To understand key techniques of valuation of start-up companies. • To evaluate the financial strategies of start-up companies
4.	<ul style="list-style-type: none"> • Entrepreneurial issues in various cultural contexts, real-time case studies on entrepreneurship 	8	<ul style="list-style-type: none"> • To develop an understanding of learning from the experiences of other Entrepreneurs and their real-time case studies. • Enable to relate the difference of cultural contexts to develop Entrepreneurial skills
5.	<ul style="list-style-type: none"> • Corporate Social Responsibility and the Social Entrepreneurship 	6	<ul style="list-style-type: none"> • To make the students understand the reasons for the growth & internal and external dimensions of CSR • To examine the role of government and policy in promoting CSR. • To make the students understand the motivations of a social entrepreneur, the characteristics of a social enterprise, and the funding options of a social enterprise
	Total Lectures	42	

Text Books:

1. Entrepreneurship - Rajeev Roy, Oxford Higher Education
2. Entrepreneurship - Strategies and Resources- Dollinger, Pearson Education