

Course Type	Course Code	Name of the Course	L	T	P	Credits
DE	NMSD527	Entrepreneurship and New Ventures	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 concept of creativity and innovation, strategies for startup businesses, 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 develop thorough understanding about 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"> <li>• Introduction to Entrepreneurship</li> <li>• Concept and Evolution of Entrepreneurship</li> <li>• Entrepreneurial Process</li> <li>• Classification and type of Entrepreneurs</li> <li>• Creativity and Innovation, Opportunity Assessment</li> </ul>	10	To develop an understanding of Concept and evolution of Entrepreneurship, To explore the possibility of innovation and creativity and its relation with Entrepreneurs, To learn the process to observe the entrepreneurial opportunities and its evaluation
2.	<ul style="list-style-type: none"> <li>• Idea Generation and Evaluation</li> <li>• Preparation of strategic and business plan</li> <li>• Business Strategies of start-up companies</li> <li>• Business Model of innovative companies</li> </ul>	10	To develop an understanding of preparation of feasibility plan and business plan To understand the environmental factors affecting entrepreneurship. To evaluate the strategies and business model of various start-up companies.
3.	<ul style="list-style-type: none"> <li>• Sources of Finance for Entrepreneurship</li> <li>• Venture Capital</li> <li>• Venture capital and Angel Investing</li> <li>• Valuation Techniques of start-up companies</li> <li>• Financial Strategies of start-up companies</li> </ul>	8	Provide students with an understanding of sources of finance for entrepreneurs. To analyze the venture capital and angel investing as source of funds for innovative business. 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"> <li>• Entrepreneurial issues in various cultural contexts, Real Time case studies on entrepreneurship</li> </ul>	8	To develop an understanding of learning from experiences of other Entrepreneurs and their real time case studies Enable to relate the difference of cultural contexts in order to develop Entrepreneur skills

5.	<ul style="list-style-type: none"> <li>Social Responsibility and the Social Entrepreneurship</li> </ul>	6	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, characteristics of a social enterprise and 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