

17MB203 ENTREPRENEURSHIP AND BUSINESS PLAN

Course Objective: 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.

Course Outcomes: At the end of the course the student will be able to

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

UNIT - I: Nature and Forms of Entrepreneurship: Historical background of Entrepreneurship: Concept and Growth, Entrepreneur scenario in India and Abroad, behavior inputs, Entrepreneurial motivation, Ethics in entrepreneur, Characteristics, Essential features, functions of entrepreneur, kinds of entrepreneurs, entrepreneurship and management, corporate entrepreneurship, Intrapreneurs - Introduction to Edupreneurship, Agripreneurship Tourism entrepreneurship, Social entrepreneurship, Ecological entrepreneurship, Technopreneurship. Family business and new generation entrepreneurs - women and rural entrepreneurship.

UNIT - II: Startups: Concept, need, factors, life cycle, sources of start-up ideas and evaluation criteria, Technology based start-ups, characteristics of e Tech startup, new startup model, specific type of finance like Angel investors Venture capital, key factors for success and reasons for failure. Recent AP and Telangana governments' startup and innovation policy, central government support to startups.

UNIT - III: Forms, Promotion and Financial aspects of the Entrepreneurship: Introduction to Types of business firms, proprietary, sole trading, partnership, Joint Stock Company, statutory requirements for startups, Entrepreneurs and legal regulatory systems, patents and trademarks, Intellectual Property Rights, Support agencies, Role of MSME, NSIC and SIDBI like agencies in promotion of entrepreneurship. Financing Commercial Banks, Bank Loans, Venture capital, Angel funding, Informal Agencies In financing entrepreneurs, Government Grants and Subsidies, Institutional support for promoting entrepreneurship in India.

UNIT - IV: Business and Project Planning, Feasibility Studies: The Concept of Business planning and modeling, Importance of Business plan, contents of business plan, opportunity reorganization and evaluation (market, industry). Project Life Cycle, Project Planning, Internal and External Environment Analysis, Technological Competitiveness, Feasibility, Source of Capital, Debt- Equity, SWOT Analysis, Product and Process Development, Major steps in product development.

UNIT - V: Entrepreneurial Strategy and Development: Generation of new entry opportunity, Decisions under Uncertainty, entry strategy, new entry exploitation, environmental instability and First-Mover disadvantages, Risk Reduction strategies, Market scope strategy, Imitation strategies and Managing Newness. Need for EDPs, Objectives of EDPs, Scheduling the programme, design inputs, 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. Narayana 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 Small Business Management, Fourth Edition, Pearson, New Delhi, 2006
4. Charles E. Bamford, Garry D. Bruton Entrepreneurship: a small business approach, MHE New Delhi, 2015.