

ENTREPRENEURSHIP

Course Objectives

With more than half of the new jobs being created in the world economy by small businesses, the particular problems and experiences encountered in starting and developing new enterprises are clearly worth studying. This course of Entrepreneurship has been designed to provide the participants with an overall understanding of the concept of entrepreneurship and small business management.

After completing this course, the participants should be able to:

-) develop an idea for a new venture;
-) research its potential and understand the risks associated;
-) undertake marketing, positioning, and customer development;
-) prepare an analysis of the financial requirements and build a financial strategy for the new venture, including incremental appreciation of the equity base;
-) Plan for the execution and management of all the relevant functional areas of new venture including operations, supply chain, information systems, and human resources etc.
-) identify and prepare legal documents, IP policy, contracts, etc. and
-) develop a comprehensive business plan for their venture;

Course Contents

-) entrepreneurship: an evolving concept
-) understanding strategic issues in business plan development
-) understanding strategic issues in business plan development
-) understanding the entrepreneurial perspective in individuals
-) entrepreneurial perspective in organizations – corporate entrepreneurship
-) social entrepreneurship and the ethical challenges of entrepreneurship
-) innovation: the creative pursuit of ideas
-) pathways to entrepreneurial ventures
-) legal challenges for entrepreneurial ventures
-) sources of capital for entrepreneurial ventures

-) assessment of entrepreneurial plan
-) marketing challenges for entrepreneurial ventures
-) financial preparation for entrepreneurial ventures
-) developing an effective business plan
-) strategic entrepreneurial growth
-) valuation of entrepreneurial ventures
-) harvesting the entrepreneurial venture

Reference Books

-) Entrepreneurship – Theory Process Practice, Donald F. Koratko 8th Edition
(South Western - Cengage Learning), Jan 2013