

ENTREPRENEURSHIP MANAGEMENT

Course Objective:

This course aims to provide a hands-on introduction to the scalable venture creation process for students with a strong interest in technology entrepreneurship. The course is designed for a variety of student interests. It directly addresses the concerns of students wanting to become entrepreneurs in the near or distant future. It is also useful to anyone who expects to be interacting with entrepreneurs in their business careers.

Contents

Unit 1: Introduction to Entrepreneurship: Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, agencies in entrepreneurship management and future of entrepreneurship.

Unit 2: The Entrepreneur: Meaning of entrepreneur, the skills required to be an entrepreneur, the entrepreneurial decision process, and role models, mentors and support system.

Unit 3: Business Opportunity Identification: Business ideas, methods of generating ideas, and opportunity recognition

Unit 4: Preparing a Business Plan: Meaning and significance of a business plan, components of a business plan, and feasibility study

Unit 5: Financing the New Venture: Importance of new venture financing, types of ownership securities, venture capital, types of debt securities, determining ideal debt-equity mix, and financial institutions and banks

Unit 6: Launching the New Venture: Choosing the legal form of new venture, protection of intellectual property, and marketing the new venture

Unit 7: Managing Growth in New Venture: Characteristics of high growth new ventures, strategies for growth, and building the new venture capital

Unit 8: Harvesting Rewards: Exit strategies for entrepreneurs, bankruptcy, and succession and harvesting strategy