

Business Entrepreneurship II
Enterprise Creation and Planning

Semester: V	Subject Code: C51710	Lectures: 60
Objectives:		
<ul style="list-style-type: none"> • To create an entrepreneurial mindset among students • To acquaint students with the process of Business Creation • To encourage students to set up their own business 		
Unit 1: The Entrepreneurship Ecosystem and Entrepreneurship Process		12
<ul style="list-style-type: none"> • Meaning of Ecosystem • Context of Ecosystem in entrepreneurship • Positive Influencers of an Entrepreneurial ecosystem • Players in the ecosystem • Entrepreneurial Process 		
Unit 2: Idea Generation and Product Selection Process		12
<ul style="list-style-type: none"> • Idea Generation • Identification and Evaluation of Business Opportunities • Ideation Techniques • Product Identification • Project Selection 		
Unit 3 : Conducting Feasibility Studies & Preparing Business Plan		12
<ul style="list-style-type: none"> • Conducting Feasibility Study • Reasons for Conducting Feasibility Studies • Business Plan-meaning and need • Sections of a Business Plan • Review of Business Plan • Business Plan-Dos and Don'ts • Researching for Business Plan 		
Unit 4: Business Creation		12

<ul style="list-style-type: none"> • MSME-Introduction • MSME Act • Status of MSMEs • Registration formalities & benefits • Selection of ownership of organizations • Steps in Starting a Business Unit • Incubation Facilities 	
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Internal Assignments and Library Assignments

12 Hours

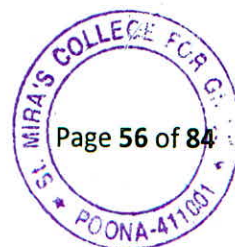
Reference Books:	12
<ul style="list-style-type: none"> • Hirsch D Robert , Peters PV Michael , Shepherd A Dean ,<i>Entrepreneurship</i>, . McGraw Hill,2009 *• Desai Vasant, <i>The Dynamics of Entrepreneurial Development and Management</i>, Himalaya Publishing House,Mumbai 2014 • Sabharawal Bhupinder Singh, <i>Entrepreneurship Development</i> , Har-Anand Publications Pvt. Ltd, New Delhi, 2011 • Dr. Gogte Jyoti, <i>Startups and New Venture management</i>, Vishwakarma Publications, Pune, 2014 • Shankar Raj, <i>Entrepreneurship Theory and Practice</i>, Vijay Nicole Imprints Pvt Ltd,Chennai,2012 • Dr. Khanka S.S., <i>Entrepreneurial Development</i>, S.Chand & Company Ltd., New Delhi 2009 	

Business Entrepreneurship II
Enterprise Creation and Planning

Semester: VI	Subject Code: C 61710	Lectures: 60
Objectives:		
<ul style="list-style-type: none"> • To develop knowledge and understanding of creating and managing new ventures • To help students develop entrepreneurial competence 		
Unit 1: Project Design and Network Analysis		12
<ul style="list-style-type: none"> • Basic Concepts-Project Design and Network Analysis • Critical Path Method (CPM)-Meaning, Advantages, Limitations and Illustrations • Program Evaluation and Review Technique (PERT)-Meaning, Advantages, Limitations, Steps • Distinction between CPM and PERT 		
Unit 2: Role of Support Institutions and Government Schemes		14
<ul style="list-style-type: none"> • Role of Government organizations in promotion of Entrepreneurship <ul style="list-style-type: none"> ○ DIC, SIDO, NSIC, SISI, SIDBI • Role of Non-government Organizations-NEN, CIIE • Government Schemes-PMEGP & RGUMY 		
Unit 3: Funding Options and Project Appraisal		12
<ul style="list-style-type: none"> • Availability of Funding options-Internal and External Sources • Venture Capitalist and Angel Investor • Commercial Banks • Project Appraisal 		
Unit 4: Case Studies and Skill Development		10
<ul style="list-style-type: none"> • Preparing Business Plan, Collecting Documents required for setting up a Business venture, EAPs • Case Studies-Successful and Unsuccessful Entrepreneurs • Interview of Local Entrepreneur 		

Internal Assignments and Library Assignments

12



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<ul style="list-style-type: none"> • Hirsch D Robert , Peters PV Michael , Shepherd A Dean ,<i>Entrepreneurship</i>, . McGraw Hill,2009 * Desai Vasant, <i>The Dynamics of Entrepreneurial Development and Management</i>, Himalaya Publishing House,Mumbai 2014 • Sabharawal Bhupinder Singh, <i>Entrepreneurship Development</i> , Har-Anand Publications Pvt. Ltd, New Delhi, 2011 • Dr. Gogte Jyoti, <i>Startups and New Venture management</i>, Vishwakarma Publications, Pune, 2014 • Shankar Raj, <i>Entrepreneurship Theroy and Practice</i>, Vijay Nicole Imprints Pvt Ltd,Chennai,2012 • Dr. Khanka S.S., <i>Entrepreneurial Development</i>, S.Chand & Company Ltd., New Delhi 2009 	