

SYLLABUS

UNIT-I

Entrepreneurial perspective: Foundation, Nature and development of entrepreneurship, importance of entrepreneurs, Entrepreneurial Mind, Individual entrepreneur Types of entrepreneurs, Entrepreneurship in India

UNIT-II

Beginning Considerations: Creativity and developing business ideas; Creating and starting the venture; Building a competitive advantage; Opportunity recognition, Opportunity assessment; Legal issues

UNIT-III

Developing Financial Plans: Sources of Funds, Managing Cash Flow, Creating a successful Financial Plan developing a business plan

UNIT - IV

Developing Marketing Plans: Developing a powerful Marketing Plan, E-commerce, Integrated Marketing Communications.

Leading Considerations: Developing Team, Inviting candidates to join team, Leadership model

Textbook(s):

1. Robert D Hisrich, Michael P Peters & Dean A Shepherd, "Entrepreneurship" 10th Edition, McGraw Hill Education, 2018

References:

1. Norman M. Scarborough and Jeffery R. Cornwell, "Essentials of entrepreneurship and small business

management" 8th Edition, Pearson, 2016

2. Rajiv Roy, "Entrepreneurship", 2nd Edition, Oxford University Press, 2011

3. Sangeeta Sharma, "Entrepreneurship Development", 1st Edition, Prentice-Hall India, 2016

4. John Mullins, "The New Business Road Test: What entrepreneurs and investors should do before launching a

lean start-up" 5th Edition, Pearson Education, 2017

5. Charantimath, Entrepreneurship Development and Small Business Enterprise, Pearson Education.