

## Entrepreneurship Development

**Learning Objectives:** To enable students understand the concepts, principles, opportunities and challenges of entrepreneurship and acquire a sense of confidence and appropriate skill set in converting a business idea into an innovative and successful business proposition.

### Unit I

Entrepreneurship: Definition, characteristics and motivation, types and functions of an entrepreneur, Creativity, innovation and entrepreneurship and process of creativity.

### Unit II

Entrepreneurial Process: Identification, search and selection/developing of a Business idea/business opportunity.

Feasibility, planning and market survey/analysis, techniques, Preparing a business plan (steps, writing and presentation)

### UNIT III

Forms of business ownerships, Franchising, types of franchising, Benefits and drawbacks of buying a franchise.

Sources of financing--Debt and Equity. Role of different organizations for promotion of entrepreneurship; State Financial Corporation, District Industries Centers, Entrepreneurship Development Institute (EDI), SIDBI, SICOP.

### UNIT IV

Marketing, selecting a market and establishing a position, Branding, e-entrepreneurship  
Introduction to IPR-- patents, trade secrets, copyright, trademarks .

### Suggested Readings (Latest editions):

1. Zimmerer T.H , Scarborough N.M, Winson D, *Essentials of Entrepreneurship and Small Business Management*, PHI Learning, New Delhi
2. Mary Coulter *Entrepreneurship[ in Action*, PHI Learning Pvt. Ltd, N. Delhi
3. Barringer Bruce R & Ireland R Duane , *Entrepreneurship –Successfully Launching New Ventures*, Pearson Education
4. Charantimath P.M, *Entrepreneurship Development and Small Business Management*, Pearson Education, New Delhi
5. Taneja Satish, *Entrepreneurship Development* , Himalaya Publishing House, Mumbai