

C0205 ENTREPRENEURIAL MANAGEMENT

Objective:

To make the student understand the role and importance of an entrepreneur in starting up of a new business venture and various steps associated with it. The student also understands about the importance of entrepreneurship in promoting economic development.

MODULE 1- The Entrepreneurial Perspective (15)

Unit 1: The Nature and Importance of Entrepreneurs – The Entrepreneurial and Intrapreneurial Mind – The Individual Entrepreneur – International Entrepreneurship Opportunities – Development of Women Entrepreneurs – The Process of Entrepreneurial Development – Entrepreneurial Development Training – Institutions in Aid of Entrepreneurs.

Unit 2: Project Management-Search for a Business Idea – Concept of Projects and Classification – Project Identification – Project Formulation – Project Design and Network Analysis

Unit 3: Project Report – Project Appraisal – Factory Design and Layout.

MODULE 2 - Creating and Starting the Venture (15)

Unit 1: Creativity and the Business Idea – Legal Issues for the Entrepreneur – The Business Plan: Creating and Starting the Venture – The Marketing Plan – The Financial Plan – The Organisational Plan.

Unit 2: Financing the New Venture- Sources of Development Finance – Project Financing – Institutional Finance to Entrepreneurs – Financial Institutions – Role of Consultancy Organisations – Informal Risk Capital and Venture Capital

Unit 3: Relationship between Entrepreneurship and Venture Capital – Economic Impact of Venture Capital – Global Venture Capital Scenario – Indian Venture Capital Scenario – Role of Venture Capital Associations.

MODULE 3 - Managing, Growing, and Ending the New Venture (15)

Unit 1: Preparing for the New Venture Launch: Early Management Decisions – Managing Early

Unit 2: Growth of the New Venture - New Venture Expansion Strategies and Issues

Unit 3: Going Public – Ending the Venture.

Suggested Readings

1. Robert D. Hisrich & Micheal P. Peters, *Entrepreneurship (5/e)*, Tata McGraw Hill
2. C. B. Gupta & N. P. Srinivasan, *Entrepreneurial Development*, Sultan Chand & Sons

3. C. B. Gupta & N. P. Srinivasan, *Entrepreneurship Development in India*, Sultan Chand & Sons
4. Desai, Vasant, *Dynamics of Entrepreneurial Development and Management*, Himalaya Publishing house
5. Desai, Vasant, *Project Management and Entrepreneurship*, Himalaya Publishing House
6. Sue Birley & Daniel F. Muzyka, *Mastering Enterprise*, Financial Times Pitman Publishing
7. Drucker, Peter, *Innovation and Entrepreneurship: Practice and Principles*, Heinemann
8. Holt, David. H, *Entrepreneurship: New Venture Creation*, Prentice Hall India
9. Bhavesh M. Patel, *Project Management*, Vikas Publishing House Private Limited
10. Prasanna Chandra, *Project Management Appraisal*, Tata McGraw Hill
11. Pandey, G. N, *A Complete Guide to Successful Entrepreneurship*, Vikas Publishing House
12. C.B. Gupta & N.P. Srinivasan, Sultan Chand & Sons

Suggested Journals:

1. *Entrepreneurship: Theory and Practice* [Blackwell Synergy]
2. *Creativity & Innovation Management* [Blackwell Synergy]
3. *Journal of Product Innovation Management* [Blackwell Synergy]
4. *Journal of Change Management* [Taylor Francis]
5. *Entrepreneurship and Regional Development* [Taylor Francis]
6. *Venture Capital: an International Journal of Entrepreneurial Finance* [Taylor Francis]
7. *Small Business Economics* [Springer]
8. *Journal of Private Equity* [Institutional Investor]
9. *Journal of alternative Investment* [Institutional Investor]
10. *Journal of Wealth Management* [Institutional Investor]
11. *European Journal of Innovation Management* [Emerald]
12. *International Journal of Entrepreneurial Behaviour and Research* [Emerald]