

SD COLLEGE HOSHIARPUR  
DEPARTMENT OF MANAGEMENT  
LECTURE PLAN FOR THE SESSION 2023-2024

Class	BBA(SEMESTER-V )
Subject name and code	BBA 304: Entrepreneurship and New venture creation
Max. Marks and duration of exam.	100 (Theory:80, Internal Assessment:20) and 3 hours
Duration of lecture	45 minutes per day
No. of lectures delivered per week	6 lectures
Submitted by	Saurabh Thakur, Department of Management

**COURSE OBJECTIVE:** To familiarize the budding entrepreneurs with the competencies and qualities of successful entrepreneurs and to help learners understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development.

**COURSE OUTLINE:**

UNIT	TOPIC	CONTENT	OBJECTIVE	METHODS AND TECHNIQUES	SOURCES
1.	<b>Concept of Entrepreneurship</b>	The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, entrepreneur's role, task and personality, types of entrepreneurship, Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organizational	To familiarize the budding entrepreneurs with the competencies and qualities of successful entrepreneurs and to help learners understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development.	-Google Class room teaching with examples -Group Discussions - Power point Presentations - Class room tests and	1. Zimmerer Scarborough "Essentials of Entrepreneurship and Small Business Management" Pearson Publishing 2. David H H "Entrepreneurship - New venture Creation" PHI 3. Dr C B Gupta, Dr N Srinivasan "Entrepreneurship Development"

actions that enhance/hinder creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.

Sultan Chandra and Sons  
4. Vasant Desai  
“Dynamics of Entrepreneurship Development and Management” Himalaya Mumbai  
5. Poornima Charantimath  
“Entrepreneurship and Small Business” Pearson Education  
6. Robert D. Hisrich, Mathew J. Manimala, Michael P. Peters, Dean Shepherd,  
“Entrepreneurship” McGraw Hill Education  
7. P.C. Jain  
“Handbook for new Entrepreneurship” Oxford University Press  
8. Mac J. Dollinger  
“Entrepreneurship—Strategies and resources” Pearson Education  
Note: Latest edition of textbook must be

<p><b>Developing Successful Business Ideas</b></p>	<p>Recognizing Opportunities and Generating Ideas, Entry strategies: New product, Franchising, Buying an existing firm, Franchising; advantages/disadvantages of franchising; types of franchise arrangements; franchise evaluation checklist, Feasibility Analysis : Marketing, Technical and Financial Feasibility analysis, Industry and Competitor Analysis, Assessing a New Venture's Financial Strength and Viability, Writing a Business Plan, Developing an Effective Business Model</p>			
<p><b>Moving from an Idea to a New Venture</b></p>	<p>Preparing the Proper Ethical and Legal Foundation, Building a New-Venture Team,</p>			



	<p>Feasibility Studies</p> <p>Project Appraisal Techniques</p> <p>Financing entrepreneurial venture</p>	<p>Leadership; Corporate Entrepreneurship, Social Entrepreneurship, Strategic planning for business; Steps in strategic planning, Forms of ownership – Sole proprietorship; partnership; limited liability partnership and corporation form of ownership; advantages/disad vantages.</p> <p>Technical, Financial, Economic, Social, Legal and Managerial</p> <p>Managing growth; Valuation of a new company; Harvesting and Exit Strategies; Arrangement of funds; Traditional sources of financing, Loan syndication,</p>			
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		Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Alternate Source of Funding: Venture capital, Angel Investment, Crowd Funding, Boot Strapping, Business Incubators, Government grants and Subsidies.			
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### Question Bank

#### Short answer type questions:

1. Define Entrepreneurship.
2. Differentiate between manager and entrepreneur.
3. Discuss various objectives of EDPs.
4. Distinguish between primary and secondary data.
5. Explain major sources of finance.
6. Features of Small scale industries.
7. Explain product planning.
8. Marketing problems of small scale industries.

9. Factors affecting working capital requirement.

10. What is DIC. Explain its functions.

**Long answer type questions:**

1. What do you mean by Entrepreneurship? Explain its characteristics in detail.

2. What are barriers in growth of entrepreneur?

3. Explain Process of developing Entrepreneurial Competencies.

4. What is significance of market research? Explain the principal methods applied for this purpose.

5. What are problems faced by small scale industries? Also explain remedial measures for the same.

6. Write a detailed note on product life cycle.

7. Define risk. Explain in detail various steps in risk management process.

8. Explain government policies regarding small scale sector since 1948 in detail.

9. Write a detailed note on government assistance to small scale sector in marketing.

10. Explain the functions of NSIC?

Saurabh  
11/8/23