

1. Zeithaml, Bitner, Gremler&Pandit: SERVICES MARKETING, McGraw Hill.
2. V. A. Avdhani: Marketing of Financial services, HPH
3. P. K. Gupta: Insurance and Risk Management, HPH
4. Marketing Financial services – Hooman Estelami

DISCIPLINE SPECIFIC CORE COURSE – 20: ENTREPRENEURSHIP

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
ENTREPRENEURSHIP (DSC 20)	4	3	1	0	-	-

Learning Objectives:

This course aims at instituting entrepreneurial skills in the students by giving an overview of entrepreneurs and the competences that are needed to become an entrepreneur. It also aims to help students effectively identify business opportunities and manage start-up ventures.

Learning Outcomes

After completion of the course, learners will be able to:

- Recognize the entrepreneurial potential within yourself and appreciate the role of entrepreneurship within society
- Understand the process of entrepreneurship
- Develop and appraise creative new business concepts that can be turned into sustainable business ventures and
- Identify the financial, marketing, legal, human resource, operations, and general management skills that are necessary to successfully launch and operate a new venture.

UNIT-I: Introducing Entrepreneurship (9 Hours)

Introduction: concept and definitions, entrepreneurship mindset, entrepreneurship process; factors impacting emergence of entrepreneurship; Evolution of entrepreneurship; role of entrepreneur: role of an entrepreneur in economic growth as an innovator; generation of employment opportunities;

complementing and supplementing economic growth; bringing about social stability and balanced regional development of industries.

Unit—II: Building Blocks of Entrepreneurship (12 Hours)

Classification and types of entrepreneurs; dimensions of entrepreneurship: intrapreneurship, social entrepreneurship, net entrepreneurship, technopreneurship, cultural entrepreneurship, ecopreneurship; women entrepreneurs; rural entrepreneurship; corporate entrepreneurs; characteristics of entrepreneur: leadership; risk taking; decision-making and business planning. Managerial versus entrepreneurial decision making; entrepreneurial attributes and characteristics; traits/qualities of entrepreneurs; creativity & innovation.

Unit—III: Creating and Running Entrepreneurial Ventures (12 Hours)

Creating Entrepreneurial Venture: Generating Business idea - Sources of Innovation, generating ideas, Creativity and Entrepreneurship; Challenges in managing innovation; Entrepreneurial strategy, Business planning process; Business Model for start-up ventures; Drawing business plan; Business plan failures.

Mobilizing resources for start-up. Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems. Promotion of a Venture: External environmental analysis- economic, social and technological, Competitive factors: Legal requirements for establishment of new unit and raising of funds, venture capital sources and documentation required. Analyzing Business Opportunities: Market Analysis; demand-supply. Technical Analysis; assets analysis, Financial Analysis; sources of capital and its cost.

Viable and feasible business Opportunity: Testing feasibility of business ideas by applying sensitivity analysis.

Unit—IV: New Frontiers in Entrepreneurship (12 Hours)

Technology and Entrepreneurship: tech-enabled ventures; technology supporting entrepreneurship. Intrapreneurship: description, forms, levels and degrees of corporate entrepreneurship, corporate culture. Entrepreneurial climate within the organization: description, impact on intrapreneurship. Eco-friendly and climate conscious entrepreneur. Stimulating organizational creativity: creative teams; managing organizations for innovation and positive creativity.

Essential Readings:

1. Hisrich, R.D., Mimala, M.J., Peters, M.P., Shepherd, D.A. *Entrepreneurship*, Tata McGraw Hill

2. Brandt, S. C. *Entrepreneuring: The Ten Commandments for Building a Growth Company*. MacMillan Business Books.
3. Holt, D. H. *Entrepreneurship: New Venture Creation*. New Delhi: Prentice Hall of India.
4. Panda, S. C. *Entrepreneurship Development*. New Delhi: Anmol Publications.
5. Taneja, S., & Gupta, S. L. *Entrepreneurship Development-New Venture creation*. New Delhi: Galgotia Publishing House.
6. Shankar, R., *Entrepreneurship Theory and Practice*, Tata McGraw Hill.

Additional Readings

1. Dollinger, M. J. *Entrepreneurship: Strategies and Resources*. Illinois: Irwin.
2. Vasper, K. H. *New Venture Strategies (Revised Edition)*. New Jersey: Prentice-Hall.
3. Barringer, B. R. *Entrepreneurship: Successfully launching new ventures*. Pearson Education India.
4. Kuratko, D.F., and Rao, T. V. *Entrepreneurship: A South-Asian Perspective*, Cengage.
5. Bilton, C. and Cummins, S. *Creative Strategy*, Wiley.
6. Dwivedi, A.K. *Industrial Project and Entrepreneurship Development*, Vikas Publishing House.