

EMO 409

Entrepreneurship

2 Credits

Effective from AY: 2021-22

<u>Prerequisites for the course:</u>	Nil	
<u>Objective:</u>	To introduce the tools and techniques required to start an organisation	
<u>Content:</u>	<p>Introduction Types of organisations; Entrepreneurial competencies and motivations; Funding fundamentals;</p> <p>Role of Government Different Government/ Other Organisations and their role in promoting Entrepreneurship in India; Schemes and incentives;</p> <p>Starting an Organisation: Prerequisites Environment Analysis; Idea Generation; Sources of funds; Entrepreneurial Training and Role of Incubation Centres; Feasibility Analysis</p> <p>Business Plan Components of a Business Plan; Registering a business, Legal requirements; Marketing Business plan to funding organisations</p> <p>Fundamentals of Managing New Business Managing Critical Resources – Money, Machines, and Materials; People Management; Entrepreneurial Marketing; Importance of Learning Orientation; Entrepreneurial Culture</p>	<p>2 hours</p> <p>4 hours</p> <p>9 hours</p> <p>8 hours</p> <p>7 hours</p>
<u>Pedagogy:</u>	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<u>References/Readings</u>	<ol style="list-style-type: none"> 1. Bruce Barringer and R. Duane Ireland, 'Entrepreneurship: Successfully Launching New Ventures', Pearson Education, Latest Edition 2. RD Hisrich, MP Peters and DA Shepherd, Entrepreneurship, Tata McGraw Hill Publishing, Latest edition 	
<u>Learning Outcomes</u>	An ability to start and manage a new organisation	