EMO 409   **Entrepreneurship**   **2 Credits**

Effective from AY: 2023-24

Prerequisites for the course:	Nil	
Objective:	To introduce the tools and techniques required to start an organisation	
Content:	**Introduction** Types of organisations; Entrepreneurial competencies and motivations; Funding fundamentals;	2 hours
	Role of Government Different Government/ Other Organisations and their role in promoting Entrepreneurship in India; Schemes and incentives;	3 hours
	Starting an Organisation: Prerequisites Environment Analysis; Idea Generation; Sources of funds; Entrepreneurial Training and Role of Incubation Centres; Feasibility Analysis	7 hours
	Business Plan Components of a Business Plan; Registering a business, Legal requirements; Marketing Business plan to funding organisations	7 hours
	Fundamentals of Managing New Business Managing Critical Resources – Money, Machines, and Materials; People Management; Entrepreneurial Marketing; Importance of Learning Orientation; Entrepreneurial Culture	5 hours
Pedagogy:	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.	
References/Readings	1. Bruce Barringer and R. Duane Ireland, 'Entrepreneurship: Successfully Launching New Ventures', Pearson Education, 2015 or Latest Edition 2. RD Hisrich, Mathew J Manimala, MP Peters and DA Shepherd, Entrepreneurship, Tata McGraw Hill Publishing, 2013 or Latest Edition 3. S.Bhargava, Entrepreneurial Management, Response Books, Sage Publishing, 2005 or Latest Edition 4. P Tiffany & SD Peterson, Business Plans for Dummies, Wiley India, 2004 or Latest Edition 5. G Friend & S Zehle , Guide to Business Planning, The Economist publication, 2009 or Latest Edition	
Learning Outcomes	An ability to start and manage a new organisation	