

BBA HONOURS 5th SEMESTER
DISCIPLINE SPECIFIC COURSE – II (CORE-11)

BBA520C2: ENTREPRENEURSHIP DEVELOPMENT

CREDITS: THEORY: 04; TUTORIAL: 02
MAX. MARKS: THEORY: 60; TUTORIAL: 30
MIN. MARKS: THEORY: 60; TUTORIAL: 30

COURSE OBJECTIVE: *This course provides students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups, manage family-owned companies ,context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.*

A. COURSE CONTENTS (THEORY) (4 CREDITS) (60 marks)

UNIT-I: ENTREPRENEURIAL MANAGEMENT

The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, Idea Generation, Identifying opportunities and Evaluation; Building the Team / Leadership; Strategic planning for business; Steps in strategic planning, Forms of ownership – Sole proprietorship; partnership; limited liability partnership and corporation form of ownership; advantages/disadvantages, Franchising; advantages/disadvantages of franchising; types of franchise arrangements; franchise contracts; franchise evaluation checklist, Financing entrepreneurial ventures; Managing growth; Valuation of a new company; Harvesting and Exit Strategies; Corporate Entrepreneurship

UNIT-II: ENTREPRENEURSHIP, CREATIVITY AND INNOVATION AND SOCIAL ENTREPRENEURSHIP

Stimulating Creativity; Organisational actions that enhance/hinder creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity; Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Start-Up and Early Stage Venture Issues in creating and Sustaining a Non-profits Organization; Financing and Risks; Business Strategies and Scaling up.

UNIT-III: FAMILY BUSINESS AND ENTREPRENEURSHIP

The Entrepreneur; Role and personality; Family Business: Concept, structure and kinds of family firms; Culture and evolution of family firm; Managing Business, family and shareholder relationships, Conflict and conflict resolution in family firms ; Managing Leadership ,succession and continuity ; women's issues in the family business ;Encouraging change in the family business system.

UNIT-IV: FINANCING THE ENTREPRENEURIAL BUSINESS

Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Venture capital.

B. COURSE CONTENTS - TUTORIAL (2 CREDITS) (30 marks)

- **Case Study: At least one case situation to be discussed from each unit.**
- **Seminar/Presentation/Practical/Project Work/ Assignment based on case component/Theory component (Hard Copies to be submitted as well).**

SUGGESTED READINGS:

1. Burns, P. (2001). Entrepreneurship and small business. New Jersey: Palgrave.
2. Drucker, P. F. (2006). Innovation and entrepreneurship: Practice and principles. USA: Elsevier.
3. Hisrich, R., & Peters, M. (2002). Entrepreneurship. New Delhi: Tata McGraw Hill.
4. Holt, D. H. (2004). Entrepreneurship new venture creation. New Delhi: Prentice Hall of India.
5. Kaplan, J. (2004). Patterns of entrepreneurship. Wiley.
7. Khandwalla, P. (2003). Corporate creativity. New Delhi: Tata McGraw Hill.
8. Mullins, J. (2004). New business road test. New Delhi: Prentice Hall.