

# Syllabus

## **BBA 304: Entrepreneurship And New Venture Creation**

**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.

### **UNIT – I**

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

**Developing Successful Business Ideas:** 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

### **UNIT – II**

**Moving from an Idea to a New Venture:** Preparing the Proper Ethical and Legal Foundation, Building a New-Venture Team, 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/disadvantages.

**Feasibility Studies** – Technical, Financial, Economic, Social, Legal and Managerial

#### **Project Appraisal Techniques**

**Financing entrepreneurial ventures;** Managing growth; Valuation of a new company; Harvesting and Exit Strategies; Arrangement of funds; Traditional sources of financing, Loan syndication, 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.