

GENERIC ELECTIVE / INTERDISCIPLINARY COURSE (CHOOSE ANY FOUR) (GE)

BBA I/II Year	BBA-G101/201/301/401		Semester-I/II/III/IV		
	Entrepreneurship Development				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30 (20+10)	70	100	06	60

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.

- **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 **(12 Hours)**
- **ENTREPRENEURSHIP, CREATIVITY AND INNOVATION:** Stimulating Creativity; Organisational actions that enhance/hinder creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity. **(12 Hours)**
- **SOCIAL ENTREPRENEURSHIP:** 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 **(12 Hours)**
- **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. **(12 Hours)**
- **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. **(12 Hours)**

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. Gersick, K. E., Davis, J. A., Hampton, M. M., & Lansberg, I. (1997). Generation to generation: Life cycles of the family business, Boston: Harvard Business School Press.
4. Hisrich, R., & Peters, M. (2002). Entrepreneurship, New Delhi: Tata McGraw Hill.
5. Holt, D. H. (2004). Entrepreneurship new venture creation, New Delhi: Prentice Hall of India.
6. Kaplan, J. (2004). Patterns of entrepreneurship, Wiley.
7. Khandwalla, P. (2003). Corporate creativity, New Delhi: Tata Mc. Graw Hill.
8. Mullins, J. (2004). New business road test, New Delhi: Prentice Hall.
9. Nicholls, A. (Ed.). (2006). Social entrepreneurship new models of sustainable social change, Oxford University Press.

10. Prahalad, C. K. (2006). Fortune at the bottom of the pyramid , eradicating poverty through profits, Wharton school Publishing.
11. Scarborough ., & Zimmerer, Effective Small Business Management.
12. Stevenson, H. (Ed.). (2007). Perspective on entrepreneurship, Boston: Harvard Business Press.

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.