Semester – VIII

610 ENTREPRENEURSHIP

Introduction: Entrepreneurial Perspective, economics and entrepreneurship, process, ventures, practices and characteristics.

Entrepreneurship and new free enterprise: Entrepreneurship venture opportunities, innovations, change, fantasies, Environment of small business, sources and resolutions, corporate entrepreneurship, risk failure and new venture unit, feasibility of planning and concepts of planning, stages of growth model, responsibility of feasibility plan.

Product and services concepts: Product servicing concepts and commercial opportunities (macro over view), products and technology, identification opportunities, product development life cycle, product protection, trade mark and patents, process of patents, validity of property rights and accessing government information. Human resources side of enterprise, infrastructure of services, types of service venture, success factors.

Marketing and new venture development: Marketing research foe new ventures, marketing concepts, startup of marketing research, market focused on organization, sources of market intelligence, competitive analysis and implications of market research. Marketing strategies and functions and product concepts, 4 Ps, making marketing plan, changing international ventures.

Entrepreneurial team and business formation: human resource and relations, BOD, legal aspects, acquiring a business, evaluation of acquisition opportunities and methods of valuation. Financial resources and asset management, different types of financing, buy or lease. Organization cycle and growth of organization, strategic management for success of enterprise, looking towards entrepreneurial career.

Text Books:
2. Bill Bolton & John Thompson: Entrepreneurs Talent, Temperament, Technique, Butterworth Heinemann