



# MANIPAL UNIVERSITY JAIPUR

School of Business and Commerce

Department of Commerce

Course Hand-out

Fundamentals of Entrepreneurship | CM 1305 | 3 Credits | 3 0 0 3  
Session: Aug.- Dec 2017 | Faculty: Ms. Archana Poonia | Class: BCOM III Sem.

**Course Outcomes:** At the end of the course, students will be able to

[CM1305.1] Provide understanding of the relevance of Entrepreneurship as a means of management practice in the context of a fast changing organizational structure in a global environment.

[CM1305.2] Identify & develop of opportunities for an entrepreneur in an uncertain & inflexible environment for developing entrepreneurship skills.

[CM1305.3] Find out the ways to minimize the external threats.

[CM1305.4] Use critical thinking skills & apply ethical understanding perspective in business situations.

[CM1305.5] Develop a well-presented business plan that is feasible for the budding entrepreneurship.

[CM1305.6] Demonstrate the ability to find an attractive market that can be reached economically.

## A. SYLLABUS

**Unit 1 Entrepreneurship:** Meaning, Characteristics of Entrepreneurship. Entrepreneur: Meaning, Nature, Types and Functions of an Entrepreneur. Theories of Entrepreneurship, Qualities of a successful entrepreneur: Leadership, Risk taking, Decision making & Business Planning, Entrepreneurship and Leadership. Origin and development of Entrepreneurship in India. Entrepreneurial Development Program (EDP): EDP their role, relevance and achievements, Role of Government organizing EDP's; Critical Evaluation.

**Unit 2** Government Encouragement to Entrepreneurship, organization of Central and State Government to Help Entrepreneurship, Resources required by the entrepreneur' viz. Finance, manpower and their sources at various stages of development of the enterprise, regulation of Industry, Infrastructure facilities, Entrepreneurial Behavior, Innovation and entrepreneur. **Role of Entrepreneur:** Role of an entrepreneur in economic growth as innovator, generation of employment, opportunities complimenting and supplementing economic growth bringing about social stability and balanced regional development of industries, role in export promotion and import substitutions, forex earning, augmenting and meeting local demand. Snap Shot of a few Selected Successful 1st generation entrepreneurs.

**Unit 3 Promotion of a Venture, Opportunities Analysis, External environment analysis:** Economic – Social – Technological. Competitive factors; Legal requirements for establishment of a new unit and raising funds, venture capital sources and documentation required. Role of Special financial Institutions. Preparation of a Project.

## B. Text Books

- i. Gupta C B and Khanka S, Entrepreneurship & Small Business Management, Sultan Chand and Sons, New Delhi
- ii. Arora, R. and Sood, S.K. Fundamentals of Entrepreneurship and Small Business Management. Kalyani Publishers, Ludhiana.

