

**Course Syllabus: Entrepreneurship**

Fall 2010

Mobile: 0565309053

Class Hours: 2.00 P.M. – 2.50 P.M. (Saturday, Monday, Wednesday)

Faculty: **Dr. R. GANESAN**

Department of Management

E-mail: drganesan76@rediffmail.com

Text Book: Entrepreneurship 4/e By Peggy A. Lambing / Charles R. Kuehl (Pearson's Publication)

Room Number: A 078

Section: 29760

**Course Description & Objectives**

Entrepreneurship is a sheer area wherein, management professional gains uniqueness status-quo in practicing it. It is characterized by all disciplines irrespective of management sciences. Entrepreneurship by itself is an integrated discipline which congregates all the diverse disciplines of management, sciences, technology and arts. Entrepreneurship is characterized by its practices. An entrepreneur is the one who manages, executes and practices the blend of these disciplines whether individually or jointly at appropriate place and time to make business out of calculated risk taking. The entire course explores the possibilities of inducing the spirit of entrepreneurship amongst management students / professionals to become an entrepreneur and / or an enterprising manager / intrapreneur or techno-manager in their opted career, which is highly indispensable for the present progressive globalization. The primary objective of this course is to provide students with the basic knowledge of entrepreneurship developmental aspects and its associated practices. The course attempts to intuit the students with entrepreneurial skills and inculcate the same through class-room sessions, self-exercises, cases, assignments. The overall focus and objective of the course is to educate students to learn various entrepreneurial concepts, characteristics, attributes, functions, traits, theories, processes, etc.

**Grading Pattern**

First Mid-Term	: 20%
Second Mid-Term	: 20%
Assignments & Quizzes	: 10%
Presentation	
Attendance & Participation	: 10%
Final Exam	: 40%

**Attendance:** It is compulsory to attend at least 75% of all classes. Any student failing to attend 75% of the classes will not be able to sit in the Final Examination

**Make-ups:** If a student misses the mid-term he has to provide a documented proof for the reason of absence in order to resist in the make-up examination. Moreover, late submission of any required assignment means getting less marks for that assignment. (Make-ups are entertained only in genuine cases)

**Coverage:**

**Week 1:** Entrepreneurs – Concept – Types – Categories - Nine Principles of Entrepreneurship – Characteristics - Attributes – Entrepreneur Vs Manager (General Presentation)

**Week 2:** Entrepreneurship Development – Phases - Idea Generation – Creativity – Innovation – Idea Sources – Value Creation (General Presentation)

**Week 3:** Introduction to Entrepreneurship – Downsizing – Changing Environment – Competitive Advantage of Small Business (Chapter 1)

**Week 4:** Entrepreneurship Process – Activities - Factors – Individual – Cultural Factors - Circumstances Business Plan – Advantages & Disadvantages (Chapter 2)

**Week 5:** Starting a New Business – Source of New Ideas – Inside Out & Outside In Approach – Serendipity – Barriers to Enter Industry – Strategies – Start-up – Low Cost – Differentiation – Focus – New Business Plan (Chapter 3)

**Week 6:** Buying an Existing Business – Advantages – Reasons for Bargaining – Business Brokers – Disadvantages of Buying a Business – Business Markets – Price Determination – Tangible & Intangible Assets – Discounted Cash Flow Method – Sources of Power in Negotiations (Chapter 4)

**First Mid-Term Exam – 27<sup>th</sup> November 2010**

**Week 7:** Franchising and Other Alternatives – Franchising – Franchisee – Franchisor – Types – Product – Manufacturing – Business Format – Franchisee – Advantages & Disadvantages – Evaluating Franchise Option – Law – Entrepreneurial Options (Chapter 5)

**Week 8:** Women Entrepreneurship – Female Entrepreneurs – Motivational Differences – Obstacles – Tradition & Scenario – Types of Entrepreneurs – Minority – Ethnic – Immigrant – African-American – Asians & Pacific Islanders – Hispanic – Opportunities (Chapter 6)

**Week 9:** Home Based Businesses – Cottage Industries – Reasons for Growth – Increasing Use of Internet – Recessions & Downsizing – Family Issues – Advantages & Disadvantages – Home Based Franchises – Legal Issues – Zoning – Laws – Properties – Utilities – Insurances – Growth Decision (Chapter 7)

**Week 10:** Family Businesses – Advantages & Disadvantages – Impact on Economy – Entrepreneurial Couples – Advantages & Disadvantages – Divorce – Effect & Laws – Succession Planning – Transfers – Entry Options – Family Council & Advisory Board (Chapter 8)

**Week 11:** New Product Development – High Risk Venture – Developing a New Idea – Success Factors – New Product – Distribution Channels – Decision Factors – Obstacles – Patents – Types – Utility – Design – Plant – Problems – Copy Rights – Trademarks – Trade Secrets (Chapter 9)

**Second Mid-Term Exam – 17<sup>th</sup> January 2011**

**Week 12:** Business Growth & Entrepreneur – Six Stages of Business Development – Personnel Management – Change in Company Structure – Financial Management – Marketing Concerns – Matching – Business Growth & Dissatisfaction – Options – Business Growth & Plan (Chapter 10)

**Week 13:** Global Business – Trade Barriers – Tariffs – Factors – Free Trade – Trade Deficit – Reasons for Exporting – Dumping – Exporting – Approaches – Government Assistance – Financing & Insurance – Importing (Chapter 11)

**Week 14:** Business Plan – Executive Summary – Mission Statement – Business Environment – Marketing Plan – Management & Personnel – Financial Projections

**Week 15:** Business Plan – Legal Considerations – Insurance Requirements – Suppliers – Risks – Assumptions & Conclusions – Cases / Exercises

**Final Exam**