

Course Title: Entrepreneurship Development & Business Models

Course Code	: 17BA3T2	External Marks	: 60
Core / Elective	: Core	Internal Marks	: 40
Credits	: 3	Contact Periods	: 3
Year/Semester	: II year/I semester	Tutorial Periods	: 2

Course Objectives

This course seeks:

1. To familiarize the students with the concepts of entrepreneurship, entrepreneurial functions and the role the entrepreneurs are expected to play in a developing economy.
2. To develop the knowledge of the students in the management of projects, special emphasis will be provided on project formulation as also on various tools and techniques for project appraisal and control.
3. To draft the project proposal in any area of management and evaluate the worth of projects.
4. To provides an insight into the emerging business models and trends which are having significant bearing on value creation to all the stake holders.
5. To discuss new issues and concerns related to gender, social responsibility, environmental responsibility and corporate ethics are influencing the functioning of the corporate.

Course Outcomes

By the end of this course the student will be able to:

1. State the importance of entrepreneurship opportunities available in the society for the entrepreneur.
2. Deduce the challenges faced by the entrepreneur.
3. Interpret business models; the integration of strategic perspectives related to marketing, financial, organizational and operational aspects and business excellence frameworks.
4. Analyse and evaluate various business models for their usefulness in the emerging scenario.
5. Design new models those are suitable to the local conditions and may find solutions the unresolved problems.

Unit 1- Entrepreneur: Evolution, Characteristics, Types, Functions of Entrepreneur - Factors influencing entrepreneurship- Barriers to entrepreneurship- Growth of Entrepreneurship in India- women entrepreneurship in India- Role of Entrepreneurship in Economic Development.

Unit 2- Financing Of Enterprises: Need for Financial Planning- Sources of finance, Capital Structure, Term-loan, - Sources of Short-Term Finance, Capitalization, Venture capital, Export Finance,- Institutional Finance To Entrepreneurs, - Preparation of Business Plans,

Unit 3- Business Model: Definition -- Generating a business model – Nine building blocks of a canvas (Value Propositions; Key Activities; Key Partners; Key Resources; Customer Relationships; Customer Segments; Channels; Cost Structure and Revenue Streams)

Unit 4- Planning and Execution: Profitability potential of resources (VRISA analysis) – Cost drivers (Industry; Resource; Activity; Position)- Sources of competitive advantage (SevenCs model)– Model for execution (BS2PE framework).

Unit 5- Business Excellence Models: Core values and concepts – Business Excellence frameworks of USA (MBNQA); Europe (EFQM) and CII-EXIM Model of India.

Case Study: Compulsory. Relevant cases have to be discussed in each unit.

Reference Books

1. Osterwalder, Alexander and Yves Pigneur; “Business Model Generation”, John Wiley & Sons, New Jersey, 2012.
2. Roy Rajeev, “Entrepreneurship “ Oxford Latest Edition, 2008
3. Afuah, Allan; “Business Models: A Strategic Management Approach”, McGraw-Hill, New York, 2004.
4. E. Gordon & K. Natarajan “Entrepreneurship Development” Himalaya 2008,
5. Coulter Entrepreneurship in Action PHI 2nd Edition
6. Haim Kilov, Kilov Haim Kilov, “Business Models: A Guide for Business and It”, Prentice Hall.
7. Johnson, Mark W.; “Seizing the White Space: Business Model Innovation for Growth and Renewal”, Harvard Business School Press, Boston, 2010.
8. Christian Nielsen and Morten Lund, “Business models-Networking, innovation and globalizing”, free e-book downloadable at “<http://bookboon.com/download/9331acdd-8452-427f-b55c-a0c900bb7c65.pdf>”