

IV B.Tech I Semester

15AME56-ENTREPRENEURSHIP

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Course Objective:

- To Understand the basic development of entrepreneurship as a profession.
- To Understand business models.
- To Write a business plan describing a new business venture.
- To Understand marketing strategies for small businesses.
- To Identify capital resources for new ventures and small businesses.

UNIT I: Introduction to Entrepreneurship Definition of Entrepreneur, Entrepreneurial Traits, Entrepreneur vs. Manager, Entrepreneur vs Intrapreneur. The Entrepreneurial decision process. Role of Entrepreneurship in Economic Development, Ethics and Social responsibility of Entrepreneurs. Opportunities for Entrepreneurs in India and abroad. Woman as Entrepreneur.

UNIT II : Creating and Starting the Venture, Sources of new Ideas, Methods of generating ideas, creating problem solving, product planning and development process. The Business Plan Nature and scope of Business plan, Writing Business Plan, Evaluating Business plans, Using and implementing business plans. Marketing plan, financial plan and the organizational plan, Launching formalities.

UNIT III: Financing and Managing the new venture, Sources of capital, venture capital , angel investment, Record keeping, recruitment, motivating and leading teams, financial controls. Marketing and sales controls.E-commerce and Entrepreneurship, Internet advertising. New venture Expansion Strategies and Issues, Features and evaluation of joint ventures, acquisitions, merges, franchising. Public issues, rights issues, bonus issues and stock splits.

UNIT IV: Choosing location and layout, Issues related to Selection of layout.Global aspects of Entrepreneurship.

UNIT V : Production and Marketing Management Thrust of production management, Selection of production Techniques, plant utilization and maintenance, Designing the work place, Inventory control, material handling and quality control. Marketing functions, market segmentation, market research and channels of distribution, Sales promotion and product pricing.

Course outcomes:

Upon successful completion of this course, a student will be able to:

- Understand the basic development of entrepreneurship as a profession.
- Understand business models.
- Write a business plan describing a new business venture.
- Understand marketing strategies for small businesses.
- Identify capital resources for new ventures and small businesses.
- Have a basic knowledge of human resource management for small business.
- Understand the social responsibilities of small business managers.

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Text Books:

1. Entrepreneurship, Robert Hisrich, & Michael Peters, TMH, 5th Edition
2. Entrepreneurship, Dollinger, Pearson, 4/e 2004.

REFERENCES:

1. Dynamics of Entrepreneurial Development and management, Vasant Desai, Himalaya Publishing House, 2004.
2. Harvard Business Review on Entrepreneurship. HBR Paper Back, 1999.
3. Entrepreneurial Management, . Robert J. Calvin:, TMH, 2004.
4. The Entrepreneurial Connection, Gurmeet Naroola TMH, 2001. 5. Indian Economy. Dutt & Sundaram S. Chand, 2005.
6. Essential of Entrepreneurship and small business management, Thomas W. Zimmerer & Norman M. Scarborough, PHI, 4/e, 2005.
7. Industrial Relations & Labour Laws, Srivastava, Vikas, 2005.
8. Industrial Law, ND Kapoor, Sultan Chand & Sons, 2005

