

Course Title: Entrepreneurship

Course Code. RDS 410

Full Marks: 70

Paper: VII

Pass Marks: 28

Year: Third

Teaching Hours: 105

Course Objectives

- The objective of this course is to make students familiar with the concepts of entrepreneurship and its culture.
- The objective of this course is to make the students well acquainted with the business innovation and management, business model, and its strategic plan.

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Unit-I: Introduction to Entrepreneurship

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- 1.1 Evolving conceptual perspective of entrepreneurship
- 1.2 Some definitions of entrepreneurship
- 1.3 The characteristics of individual enterprise
- 1.4 Organizational enterprise
- 1.5 Where do we find enterprise?
- 1.6 Developing an enterprise culture
- 1.7 What entrepreneurship are like, and what they do

Unit-II: Cultural Diversity of Entrepreneurship

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- 2.1 Female entrepreneurship
- 2.2 Minority entrepreneurship
- 2.3 Immigrants
- 2.4 Young entrepreneurs
- 2.5 Home-based and Family business
- 2.6 Culture
- 2.7 The support infrastructure
- 2.8 Supporting enterprising people

Unit-III: Creativity, Innovation and Entrepreneurship

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- 3.1 Creativity Thinking
- 3.2 Barriers to creativity
- 3.3 Enhancing creativity
- 3.4 Creative Process
- 3.5 Techniques for Improving the Creativity Process
- 3.6 Intellectual Property

Unit-IV: Feasibility Analysis and Designing a Business Model **20**

- 4.1 Idea assessment and its Feasibility Analysis
- 4.2 Five Forces Models of Competitions
- 4.3 Product or Service Feasibility Analysis
- 4.4 Financial Feasibility Analysis
- 4.5 Entrepreneur Feasibility
- 4.6 Developing and Testing a Business Model

Unit-V: Developing a Business Plan and Its Strategic Plan **15**

- 5.1 Benefit of Creating a Business Plan
- 5.2 Elements of Business Plan
- 5.3 Five Cs of Credit
- 5.4 Making the Business Planning Presentation
- 5.5 Building a Strategic Plan
- 5.6 Building a Competitive Advantage
- 5.7 Strategic Management Process
- 5.4 Learning capability and entrepreneurial strategy

Unit-VI: Entrepreneurship Development in Nepal **10**

References

- Agrawal, G.R. (2012). Entrepreneurship development in Nepal. Kathmandu: M.K. Publisher and Distributors.*
- Lowe Robin and Sue Marriott (2006). Enterprise: Entrepreneurship and innovation. The Netherlands: The Elsevier Ltd.*

Scarborough, Norman M. and Jeffery R. Cornwall (2016). Essentials of entrepreneurship and small business management (Eight Edition). England: Pearson Education Limited.