

MGT 210: Entrepreneurship

Credits: 3
Lecture Hours: 48

Course Objective

This course provides a thoughtful, practical guide to the process of successfully launching an entrepreneurial venture. This course aims to help students develop the skills and knowledge required by commercial entrepreneurs. The students gain a deeper insight into the activities of entrepreneurs in the commercial and be able to reflect critically on the nature of entrepreneurship and its role in the creation of new commercial ventures.

Course Description

This course contains introduction, developing business ideas, feasibility analysis, writing a business plan, Industry and Competitor Analysis, Legal and Ethical Dimensions of Entrepreneurship, Start-up New Business Venture, Marketing Issues and Growth.

Course Details

Unit 1: Introduction

LH 7

Concept, becoming an entrepreneur, key elements of entrepreneurship, characteristics of successful entrepreneurs, common myths about entrepreneurs, types of start-up firms, Importance of entrepreneurship- entrepreneurial firms, society and larger firms, The process of new venture creation, Entrepreneurship development in Nepal.

Unit 2: Developing Business Ideas

LH 5

Identifying and recognizing opportunities- observing trends and solving problems, personal characteristics of the entrepreneur, techniques for generating ideas, encouraging and protecting new ideas; linking creativity, innovation and entrepreneurship.

Unit 3: Feasibility Analysis

LH 8

Concept, product/service feasibility, industry/target market feasibility analysis, organizational feasibility analysis and financial feasibility analysis.

Unit 4: Writing a Business Plan

LH 8

Concept, reasons for writing for a business plan, Guidelines for writing a business plan, section of the plan, presentation of business plan.

Unit 5: Industry and Competitor Analysis

LH 7

Industry trends analysis, Five competitive forces model, the value of the five forces model, industry types and the opportunities, identifying competitors, sources of competitive intelligence, completing a competitive analysis grid.

Unit 6: Legal and Ethical Dimensions of Entrepreneurship**LH 7**

Establishing a strong ethical culture, business licenses and business permits, sole proprietorship and partnership, Provisions of establishing entrepreneurs' business in Nepal, legal and ethical issues facing entrepreneurs' business in Nepal.

Unit 7: Start-up New Business Venture, Marketing Issues and Growth**LH 10**

Recruiting and selecting key employees, lenders and investors, funding requirements, sources of personal financing, venture capital, commercial banks, sources of debt financing; selecting a market and establishing a position, key market issues for new ventures, the 4 Ps of marketing for new ventures; Nature of business growth, planning for growth, reasons for growth and managing growth, knowing and managing the stages of growth, managing capacity, day-to-day challenges of growing a firm.

Text and Reference Books:

Schaper, M., Volery, T. Weber, P. and Lewis, K. entrepreneurship and Small Business, 3rd Asia-Pacific Edition.

Barringer, B.R., and Ireland, R. D., Entrepreneurship: Successfully Launching New Ventures, Pearson.

Holt, D.H. Entrepreneurship New Venture Creation, Prentice-Hall.

Mariotti, S. and Glackin, C., Entrepreneurship and Small Business Management, Pearson.