
Title: Entrepreneurship Development**Code: MGMT 531****Credit Hours: 3****Year /Semester: II/III****48 Hours**

Course Objectives:

The objective of this course is to develop entrepreneurial skills and traits in students by providing conceptual and analytical framework in relation to identifying, implementing and developing entrepreneurial ventures in competitive environment.

Unit 1 Introduction**10 Hours**

Concept and Features of Entrepreneurship, Types of Entrepreneurship, Distinction between Entrepreneurs and Small Business Owners, Emerging Trends in Entrepreneurship, Internet and E-Commerce, Women Entrepreneurship and its Challenges, Entrepreneurial Opportunities, Role of Entrepreneurship in Economic Development, Entrepreneurial Process, Future of Entrepreneurship, Reasons for Entrepreneurial Failure

Unit 2 Entrepreneurship Development and Approaches**8 Hours**

Entrepreneurship Evolution, Myths of Entrepreneurship, Approaches and Thought of Entrepreneurship: Schools of Thought (Macro and Micro View), Process Approach (Integrative Approach, Assessment Approach, Multidimensional Approach)

Unit 3 Development of New Venture**10 Hours**

Sources of New Ideas, Methods of Generating Ideas, Creativity Concept and Techniques for Creative Problem Solving, Opportunity Recognition, Aspects of E-Commerce and Starting an E-Commerce Business, Legal Provisions for Establishment of a New Venture, Concept and Nature of Intellectual Property (Patents, Copyrights, Trademarks, Trade Secrets), Licensing of Expanding a Business or Start New Venture

Unit 4 Business Plan Development**10 hours**

Concept and scope of business plan, Information needs for business plan, developing a well-conceived business plan, Elements of a business plan, using the internet, Implementing the business plan, Business plan practical

Unit 5 Entrepreneurship in Nepal and Institutional Support**10 Hours**

Entrepreneurship Condition in Nepal, Challenges to Doing Business in Nepal, Industrial Policies, Need and Importance of Institutional Support, Institutional Support to Entrepreneurs in Nepal: - Government Organizations, Bilateral Projects and Private Sector Organizations

Reference Books:

1. Hisrich R.D and Peters P.Michael (2007), "*Entrepreneurship*" 6th edition New Delhi Tata McGraw Hill
2. Kuratko and Hodgetts (2007) , *Entrepreneurship : in the Millennium*
3. "*Entrepreneurship development for competitive small and medium enterprises*" Report (Asian Productivity organization)