

Title: Entrepreneurship
Credit Hours: 3

Code: MGMT 364
Year /Semester: III/VI

48 Hours

Course Objectives:

The main objective of this course is to familiarize the students with the concept of entrepreneurship, develop the entrepreneurial skills of students and generate innovative business ideas in emerging industrial scenario.

Unit 1 Introduction of Entrepreneurship

8 Hours

Meaning of Entrepreneurship and Entrepreneur, Entrepreneurial Traits, Factors Influencing Entrepreneurship, Women Entrepreneurs: Problem and Promotion, Types of Entrepreneurs, Roles of Entrepreneurship in Economic development, Feature of Entrepreneurship

Unit 2 Small Scale Industries (SSI)

8 Hours

Meaning, Ownership Pattern of Small Scale Industries/ Tiny Industries/ Ancillary Industries/ Cottage Industries, Importance and Role Played by SSI in the Development of the Nepalese Economy, Problems Faced by SSI, Steps Taken to Solve the Problem

Unit 3 Starting a Venture

8 Hours

Business Ideas Generation, Techniques, Identification of Business Opportunities, Meaning of Business Incubation, Concept Development: Marketing Feasibility, Financial Feasibility, Technical, Legal, Managerial and Location Feasibility

Unit 4 Environment Context of Entrepreneurship

8 Hours

The Context of Entrepreneurship, Government Policies, Infrastructures, and Assistance for Entrepreneurship, International Opportunities for Entrepreneurs: Small Business Venturing, Exporting, Networking, Franchising, and Strategic Alliances, e- entrepreneurship, e-commerce Challenges and Strategic, Websites Assistance for Entrepreneurs Ethics and Social Responsibility

Unit 5 Preparing the Business Plan

8 Hours

Meaning Importance of Business Plan, Format of Business Plan: Introduction, Financial Plan, Marketing Plan Production Plan, Operational Plan, Organization and Management Plan, Why Some Business Plan Fails

Unit 6 Project Appraisal

8 Hours

Concept of Project Appraisal, Methods & Techniques of Project Appraisal

Reference Books:

1. Hisrich, D. Robert, *Entrepreneurship*, 6th Edition, Mc-Graw Hill. India.
2. Agrawal, G. R., *Entrepreneurship and Small Business Management in Nepal*, M.K. Publisher, Kathmandu, 2005.
3. Khamka S. S., *Entrepreneurship Development*, S. Chad and Co, New Delhi.