

ENTREPRENEURSHIP-311

Note:

There will be one Question Paper which will have 50 questions out of which 40 questions need to be attempted.

Unit 1: Entrepreneurial Opportunity

- Sensing Entrepreneurial Opportunities
- Environment Scanning
- Problem Identification
- Idea fields
- Spotting Trends
- Creativity and Innovation

Selecting the Right Opportunity

Unit 2: Entrepreneurial Planning

- Forms of business organization- Soleproprietorship, Partnership, Company
- Business Plan: concept, format.
- Components: Organizational plan; Operational plan; Production plan; Financial plan; Marketing plan;
Human Resource planning

Unit 3: Enterprise Marketing

- Marketing and Sales Strategy
- Branding, Logo, Tagline
Promotion Strategy

Unit 4: Enterprise Growth Strategies

- Franchising: Concept, types, advantages, limitations.
- Mergers and Acquisition: Concept, reasons, types.

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Unit 5: Business Arithmetic

- Computation of Working Capital
- Inventory Control and EOQ
Return on Investment (ROI) and Return on Equity (ROE)

• Unit 6: Resource Mobilization

- Capital Market- Primary
- Angel Investor: Features
- Venture Capital: Features, funding.