ENTREPRENEURSHIP AND NEW VENTURE

ENIE 351

Lecture	**: 2**	**Year : III**
Practical	**: 3**	**Part : II**

Course Objectives:

The objective of this course is to provide entrepreneurial concepts, enhance innovation and opportunity identification skills and enable students to design, evaluate and implement sustainable business ventures using modern tools, financial analysis and legal frameworks.

1 Introduction to Entrepreneurship (3 hours)

1.1 Enterprises in the global and Nepali context
1.2 Theories of entrepreneurship: Traditional trade, innovation-driven enterprise
1.3 Characteristics of successful entrepreneurs

2 Creative Thinking and Opportunity Identification (4 hours)

2.1 Creative thinking and problem-solving techniques for engineers
2.2 Idea generation versus opportunity recognition
2.3 Modern framework: Design thinking, the lean startup methodology
2.4 Viable business ideas: Evaluation and selection

3 The Lean Business Model and Planning (5 hours)

3.1 Traditional business plans, business model canvas (BMC)
3.2 Organizational and human resource plans for startups
3.3 Marketing in the digital age: Social media, SEO and growth hacking
3.4 Operational planning, supply chain management

4 Financial Projections and Feasibility (4 hours)

4.1 Basic financial statements: Cash flow, income statement and balance sheet
4.2 Project feasibility: Break-even analysis, return on investment (ROI)
4.3 Modern financing: Bootstrapping, angel investment and venture capital

5 Small and Medium Enterprises (4 hours)

5.1 Role of SMEs/startups in the Nepali context
5.2 Industrial enterprise act and startup policy
5.3 Seed funding, impact investors, crowd funding, incubators/ accelerators, community based organizations

6 Modern Corporate Entrepreneurship (3 hours)

6.1 Core competencies: Leadership, negotiation, pitching
6.2 Franchising and buying an existing business
6.3 Intrapreneurship: Innovation and R&D

7 Family Business and Social Entrepreneurship (3 hours)

7.1 Dynamics of family-run businesses
7.2 Social entrepreneurship
7.3 Professionalization of family venture management

8 Policy Provision and Compliance (4 hours)

8.1 Business registration and taxation
8.2 Intellectual property rights
8.3 Environmental guidelines: IEE and EIA
8.4 Labor law and social security fund
8.5 Implication of AI, automation

Practical (45 hours)

1. Startup prototype and pitching
   i. Identification of contextual problem
   ii. Develop a most valuable project: Physical prototype, wireframe (Figma), landing page
   iii. Validation: Idea pitching, mock panel investors
   iv. Digital presence: Basic social media strategy, one-pager pitch deck
2. Building a landing page or a simple physical model of business concept
3. End-user interviews to test and project idea refinement
4. Final professional business pitching

Final Exam

The questions will cover all the chapters in the syllabus. The evaluation scheme will be as indicated in the table below:

Chapters	Hours	Marks distribution*
1 and 2	7	5
3	5	5
4	4	5
5	4	5
6 and 7	6	6
8	4	4
Total	**30**	**30**

* There may be minor deviation in marks distribution.

References

1. Blank, S., Dorf, B. (2020). The startup owner's manual: The step-by-step guide for building a great company. John Wiley & Sons.
2. Brown, T. (2009). Change by design: How design thinking transforms organizations and inspires innovation. HarperBusiness.
3. Government of Nepal. (2019). Industrial enterprise act, 2076 (2019). Government of Nepal.
4. Government of Nepal. (2023). Startup policy, 2080 (2023). Ministry of Industry, Commerce and Supplies.
5. Osterwalder, A., Pigneur, Y. (2010). Business model generation. John Wiley & Sons.
6. Swamidass, P. M. (2016). Engineering entrepreneurship: From idea to business plan. Cambridge University Press.