ENTREPRENEURSHIP DEVELOPMENT
ENME 411

Lecture : 2 **Year : IV**
Tutorial : 0 **Part : I**
Practical : 0

Course Objectives:
The objective of this course is to provide fundamental concepts of entrepreneurship and its significance for individuals, organizations, and society. The course deals with development of entrepreneurial thinking and behavior in business creation, opportunity identification, venture planning and managing a new enterprise.

1 Introduction (3 hours)

1.1 Innovation and entrepreneurship
1.2 Importance and evolution of enterprise
1.3 Characteristics of entrepreneurs

2 Identification of Viable Business Cases (3 hours)

2.1 Development of viable business case
2.2 Identification of opportunity: Finding a market gap
2.3 Design of product / service
2.4 Market study and feedback

3 Market Validation (4 hours)

3.1 Prototyping or minimum viable product
3.2 Pilot testing and market feedback
3.3 Pricing framework
3.4 Defining of market size
3.5 Testing of key assumptions

4 Business Model (5 hours)

4.1 Unique value proposition
4.2 Identification of customer segment
4.3 Identification of revenue stream
4.4 Cost structures
4.5 Business channels
4.6 Key resource and partners
4.7 Lean canvas and different business models

5 Development of Business Plan and Execution (4 hours)

5.1 Organizational and operational plan
5.2 Human resource plan
5.3 Financial plan
5.4 Marketing strategies, price, cost and credit
5.5 Launch of enterprise

6 Growth and Start Up Financing (5 hours)

6.1 Seed funding, angel investor, venture capital, impact investors
6.2 Equity financing, debt financing, crowd funding, incubators/ accelerators
6.3 Key financial indicators
6.4 Legal structures of start up company
6.5 Start up valuation
6.6 Growth of start ups

7 Entrepreneurship and Economy (3 hours)

7.1 Role of small medium enterprises in the economy of a nation
7.2 Key components of entrepreneurial ecosystem
7.3 Entrepreneurial ecosystem success stories
7.4 Case studies of successful and failure enterprises

8 Entrepreneurship in Nepal (3 hours)

8.1 Legal provisions for starting a company in Nepal
8.2 Government support for startup in Nepal
8.3 Startup policy in Nepal
8.4 Understanding regulations of operating company in Nepal
8.5 Opportunities for startup in Nepal

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, 2	6	5
3	4	5
4	5	5
5	4	5
6	5	5
7, 8	6	5
Total	**30**	**30**

* There may be minor deviation in marks distribution.

References

1. Aulet, B. (2013). Disciplined entrepreneurship: 24 steps to a successful startup. Wiley.
2. Coulter, M. (2005). Entrepreneurship in action. Prentice Hall of India.
3. Hisrich, R. D., Peters, M. P. (2002). Entrepreneurship. Tata McGraw-Hill Education.
4. Maskey, B. K. (2001). Small and medium enterprise development in Nepal: Emerging issues and opportunities. Centre for Development and Governance.
5. Steinhoff, D., Burgess, J. F. Small business management fundamentals.
6. Thiel, P., Masters, B. (2014). Zero to one: Notes on startups, or how to build the future. Crown Business.