



WAVOO WAJEEHA WOMEN'S COLLEGE OF ARTS & SCIENCE - KAYALPATNAM

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

Run by : Wavoo SAR Educational Trust

(minority institution)



PG -Add on Course Academic year: 2022-2023

Course Title: Entrepreneurship and New Venture Creation Department: Commerce		
Total Hours: 30 Hours Credits: 2		
Course Description	<i>Course focus to provide specialization about Entrepreneurship and New Venture Creation.</i>	
Objectives:	<ul style="list-style-type: none"> ➤ To provide necessary input for entrepreneurial effort and planning. ➤ To facilitate the development of skills for Entrepreneurship and new venture creation. 	
Expected Learning Outcome:	<ul style="list-style-type: none"> ➤ Students will get an knowledge about Entrepreneurship ➤ Students will be able to know about Start up, importance of Start up, Innovative ideas ➤ Students will get Clarity about initiative venture, finance stage and legal issues of entrepreneurship 	
ModuleNo.1	INTRODUCTION OF ENTREPRENEURSHIP	7 Hours
Entrepreneurship and definition – Concepts – Types of Entrepreneurship - Characteristic of successful entrepreneurship - Entrepreneurship process		
ModuleNo.2	STARTUPS AND INNOVATIVE IDEAS	7 Hours
Importance of startups - Types of startups - Entrepreneurial Challenges- Source of innovative ideas -Entrepreneurship and creativity –Succeeding with ideas generation		
ModuleNo.3	INITIATE VENTURES	6 Hours
Meaning – Stages of New Venture Creation – Acquisition – Advantages of acquiring an ongoing venture- Criteria for evaluating new venture proposals		
ModuleNo.4	FINANCE STAGE	5 Hours
Sources of Finance- Venture Capital --- Sources of financing for Indian entrepreneurs		
ModuleNo.5	MARKETING PLAN AND INTERNATIONAL ENTREPRENEURSHIP	5 Hours
Developing a Marketing plan-customer analysis, sales analysis and competition analysis - steps in marketing research -International entrepreneurship		

TEXT BOOK	1. Khanka. S.S., Entrepreneurial Development, S.Chand & Co. Ltd., New Delhi. 2017 2. Gupta. C.B. & Khanka S.S., Entrepreneurship and Small Business Management, Sultan Chand & Sons, 7th Revised Edition- 2017.
REFERENCE BOOK	1. Vasant., Desai, “Small- Scale Industries and Entrepreneurship”, Himalya Publication, India, edition 2011. 2. Holt, David H., “Entrepreneurship”: New Venture Creation, PHI Learning, edition 2010. 3. Kumar, Arya, “Entrepreneurship”: Creating and Leading an Entrepreneurial Organization, Pearson, India, edition 2013.
Web References 1. https://vakilsearch.com/blog/sources-of-finance-for-entrepreneurs-in-india-for-startups/ 2. https://101entrepreneurship.org/international-entrepreneurship//	
Mode of Evaluation	TOTAL MARKS -100 ASSESSMENT –I (30 marks) ASSESSMENT –II (30 marks) ASSESSMENT –III (30 marks) ASSIGNMENT - (10 marks)
Course Coordinator	Mrs.M.Rajalakshmi ASSISTANT PROFESSOR OF COMMERCE
Course Instructors	Dr.L.R.Subha HEAD&ASSISTANT PROFESSOR OF COMMERCE