

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: VI
Syllabus with effect from: NOV. / DEC. 2020

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| Course Code: UB06CCOM26 | Total Credits: 3 |
| Course Title: Entrepreneurship-II | |

Course Objectives

- **Initiate new ventures or significantly growing existing firms through innovation and change.**
- **Inspire potential students to think like an entrepreneur, by being innovative and creative in their thoughts and action.**
- **Train them to carry in-depth analysis of disciplinary and interdisciplinary subjects, and enable them to get hands-on experience in the industry**
- **Provide guidance and knowledge that enables students to tackle the greatest challenges that the initial stages of a new project presents, with the ultimate goal**

| Unit | Description in detail | Weightage (%) |
|------|--|---------------|
| 1 | Financing the New Venture: Importance of new venture financing, types of ownership securities, venture capital, types of debt securities, determining ideal debt-equity mix, and financial institutions and banks | 25 % |
| 2 | Launching the New Venture: Choosing the legal form of new venture, protection of intellectual property, and marketing the new venture | 25 % |
| 3 | Managing Growth in New Venture: Characteristics of high growth new ventures, strategies for growth, and building the new venture capital | 25 % |
| 4 | Harvesting Rewards: Exit strategies for entrepreneurs, bankruptcy, and succession and harvesting strategy | 25 % |

Basic Text & Reference Books:

- **Entrepreneurship Development by S.S.Khanka**
- **Entrepreneurship Development and Project Management by Neeta Baporikar.**
Entrepreneurial Development by Gupta and Shrinivasan.

