

Entrepreneurship Development
EG 3201 MG

Year: III
Semester: II

Total: 5 Hrs. /week
Lecture: 3 Hrs./week
Tutorial: Hr./week
Practical: 2 Hrs./week
Lab: Hrs./week

Course Description:

This course is designed to provide the knowledge and skills on formulating business plan and managing small business. The entire course deals with assessing, acquiring, and developing entrepreneurial attitude; skills and tools that are necessary to start and run a small enterprise.

Course Objectives:

After completion of this course students will be able to:

1. Understand the concept of business and entrepreneurship;
2. Explore entrepreneurial competencies;
3. Analyze business ideas and viability;
4. Learn to formulate business plan with its integral components and
5. Manage small business.

Course Contents:

Theory

Unit 1: Introduction to Business & Entrepreneurship: **[9 Hrs.]**

- 1.1 Overview of entrepreneur and entrepreneurship
- 1.2 Wage employment, self-employment and business
- 1.3 Synopsis of types and forms of enterprises
- 1.4 Attitudes, characteristics & skills required to be an entrepreneur
- 1.5 Myths about entrepreneurs
- 1.6 Overview of MSMEs (Micro, Small and Medium Enterprises) in Nepal

Unit 2: Exploring and Developing Entrepreneurial Competencies: **[9 Hrs.]**

- 2.1 Assessing individual entrepreneurial inclination
- 2.2 Assessment of decision-making attitudes
- 2.3 Risk taking behavior and risk minimization
- 2.4 Creativity and innovation in business
- 2.5 Enterprise management competencies

Unit 3: Business identification and Selection: **[4 Hrs.]**

- 3.1 Sources and method of finding business idea(s)
- 3.2 Selection of viable business ideas
- 3.3 Legal provisions for MSMEs in Nepal

Unit 4: Business plan Formulation:**[18 Hrs.]**

- 4.1 Needs and importance of business plan
- 4.2 Marketing plan
 - Description of product or service
 - Targeted market and customers
 - Location of business establishment
 - Estimation of market demand
 - Competitors analysis
 - Estimation of market share
 - Measures for business promotion
- 4.3 Business operation plan
 - Process of product or service creation
 - Required fix assets
 - Level of capacity utilization
 - Depreciation & amortization
 - Estimation office overhead and utilities
- 4.4 Organizational and human resource plan
 - Legal status of business
 - Management structure
 - Required human resource and cost
 - Roles and responsibility of staff
- 4.5 Financial plan
 - Working capital estimation
 - Pre-operating expenses
 - Source of investment and financial costs
 - Per unit cost of service or product
 - Unit price and profit/loss estimation of first year
- 4.6 Business plan appraisal
 - Return on investment
 - Breakeven analysis
 - Risk factors

Unit 5: Small Business Management:**[5 Hrs.]**

- 5.1 Concept of small business management
- 5.2 Market and marketing mix
- 5.3 Basic account keeping

Practical

Unit 1: Overview of Business & Entrepreneurship [2 Hrs.]

1. Collect business information through interaction with successful entrepreneur

Unit 2: Exploring and Developing Entrepreneurial Competencies [2 Hrs.]

- Generate innovative business ideas

Unit 3: Product or service Identification and Selection [2 Hrs.]

1. Analyze business ideas using SWOT method

Unit 4: Business Plan Formulation [22 Hrs.]

1. Prepare marketing plan
2. Prepare operation plan
3. Prepare organizational and human resource plan
4. Prepare financial plan
5. Appraise business plan
6. Prepare action plan for business startup

Unit 5: Small Business Management [2 Hrs.]

1. Prepare receipt and payment account
2. Perform costing and pricing of product and service