

Kathmandu University School of Management
Bachelor of Business Administration
Course Syllabus

Course Title	ENTREPRENEURSHIP AND NEW BUSINESS FORMATION
Course Code Number	GEM 310
Credit Hours	3
Course Objective	
Main Objective	The objective of this course is to provide students with the basic concepts of entrepreneurship and process of establishing and operating new businesses so as to enable them in planning for new business formation. The course also intends to enable the students understand the importance of entrepreneurship and small business formation, steps of selecting suitable businesses and prepare the business plan of the selected businesses.
Learning Unit	
Learning Unit One Net Contact Hours – 3 hrs	1. Introduction to Entrepreneurship What is entrepreneurship? Why become an entrepreneur? Characteristics of successful entrepreneurs, Changing demographics of entrepreneurs, entrepreneurship's importance, entrepreneurial process
Learning Unit Two Net Contact Hours – 18 hrs	2. Developing successful business idea 2.1 Recognizing opportunities and generating ideas Identifying and recognizing opportunities, finding gaps in the market place, techniques for generating ideas, encouraging and protecting ideas 2.2 Feasibility Analysis Product/service feasibility analysis, Industry/Target Market feasibility analysis, Organizational feasibility analysis, financial feasibility analysis 2.3 Writing a Business Plan Reasons for writing a business plan, Who reads it? What are they looking for? Guidelines for writing a business plan, Presenting the business plan to investors 2.4 Industry and Competitors Analysis Industry analysis, Studying Industry Trends, Competitors analysis 2.5 Developing an Effective Business Model Business models, Components of an effective Business Model
Learning Unit Three Net Contact Hours – 12 hrs	3. Moving from an idea to an Entrepreneurial Firm 3.1 Preparing the proper Ethical and Legal Foundation Initial ethical and legal issues facing a new firm, Obtaining business licenses and permit, Choosing a form of business organization (In context of Nepal) 3.2 Assessing a New Venture's Financial Strength Financial Management, Financial Statements and forecasts, Pro-forma Financial Statements 3.3 Building a New Venture Team Creating a New-Venture Team, Recruiting and Selecting Key Employees, Role of Board of Directors, Board of Advisers, Lenders and Investors, Other professionals 3.4 Getting Financing or Funding Importance of getting Financing and Funding, Sources of Equity Funding, Sources of Debt Financing, Creative Sources of Financing and Funding
Learning Unit Four Net Contact Hours – 15 hrs	4. Managing and growing an Entrepreneurial Firm 4.1 Marketing Issues Selecting a market and establishing a position, Key Marketing Issues for a New Ventures, The 4Ps of Marketing for New Ventures 4.2 Importance of Intellectual Property Importance of IP, Patents, Trademarks, Copyright, Trade Secrets 4.3 Preparing for and Evaluating the Challenges of Growth Preparing for growth, Reasons for Growth, Managing Growth, Challenges of Growth 4.4 Strategies for Firm Growth Internal growth strategies, External growth strategies

Total Contact Hours	48 hours (excluding assessment and final examination)
Basic Text	Bruce R. Barringer& R. Duane Ireland (2011), <i>Entrepreneurship: Successfully Launching New Ventures</i> , India: Pearson.
Other References	<ol style="list-style-type: none"> 1. David H. Holt (1992), <i>Entrepreneurship: New Venture Creation</i>, India: Prentice Hall. 2. Kuratko, D.F., &Hodgetts, R.M. (2004), <i>Entrepreneurship: Theory, Process, Practice</i> (7th ed.). Mason, OH: Southwestern
Evaluation Scheme	In-Semester evaluation 50% End-Semester evaluation 50% Total 100% Note: Project work is compulsory part of the syllabus. Students shall prepare a business plan for any business idea they have chosen.

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