



Name of Faculty	Chankel Pasricha		
Discipline	Department of Management Studies		
Semester	Fourth Semester (IV)		
Subject	Entrepreneurship Development (CP-401)		
Lecture Required	Theory		Practical
	Topic (Including Assignment/Test)		Practical Day Topic (Including Assignment/Test)
3	Introduction to Subject		N/A
	Economic and social need of entrepreneur		
	Psychological need for entrepreneur		
	Function of the entrepreneur in economic development of a country		
3	Creative problem solving: Heuristics		1st
	Case Study on		
	Synectics		
3	Franchising, advantages and limitations, investing in a franchise		N/A
	Joint ventures- types, Acquisitions and mergers.		
	Mergers & Acquisition difference		
	Class Test		2nd
4	Methods and procedures to start and expand one's own business		N/A
	Life Cycle of a new business		
	Relationship with large enterprise		
	Relationship with Medium enterprise		
4	Relationship with Small enterprise		N/A
	Environmental factors affecting success of new business		



	Reasons for the failure of a business		
	Presentation on	3rd	Franchising & Joint Ventures
3	Entrepreneurship Development Programmes	N/A	N/A
	Role of government in Entrepreneurship Development		
	Role of various institutions in Entrepreneurship Development		
	Role of entrepreneurship development in Economy		
3	Class Test	4th	Entrepreneurship Development
	Preparation of feasibility reports	N/A	N/A
	Selection of factory Location		
	Factors affecting of factory Location		
3	Demand Analysis	N/A	N/A
	Methods and procedures to start and expand one's own business		
	Managing growth: Using external parties to help grow a business		
	Presentation on	5th	Feasibility Study
3	Capital Saving	N/A	N/A
	Project Saving		
	Working Captial- Meaning, types		
	Factors affecting & requirement of working capital		
3	Role of government and various institutions in developing entrepreneurship in India (A brief description only)	N/A	N/A
	Women Entrepreneurs in India.		
	Demand Analysis		



	Case Study on	6th	D.Light Design
3	Market Potential Measurement		
	Value Analysis		
	Business Planning Process		
	Economic, Technical & Financial Feasibility		
3	Preparing a Project report for starting a new venture		
	Brainstorming approach		
	Sources of New Idea		
	Idea into Opportunities		
3	Managerial feasibility of Project		
	Excercise on Creativity		
	Revision Session		
	Last Year Question Papers Discussion		