

# MGT220: Entrepreneurship and Enterprise Development

Full Marks: 100

Pass Marks: 35

Lecture Hours: 150

## Course Objective

This course aims at familiarizing students with the significance of entrepreneurship and enterprise development, the role and functions of entrepreneurship and entrepreneurs, the concept of women entrepreneurship, the factors affecting entrepreneurship development, and the need for institutional support in entrepreneurship development.

## Course Description

This course contains introduction, women entrepreneurship, growth of entrepreneurship, entrepreneurship competency development, entrepreneurial venture creation, Legal Issues of Entrepreneurial Venture, Institutional Support to Entrepreneurship Development.

## Course Details

### Unit 1: Introduction

LH 30

Concept and Significance of entrepreneurship; entrepreneurship importance, entrepreneurial process; entrepreneur, and entrepreneurial venture; Types of entrepreneurship; Traits of an entrepreneur; Distinction among entrepreneur, entrepreneur and owner-manager; Functions of an entrepreneur; Small business vs. entrepreneurship; Entrepreneurial motivation, the entrepreneurial process, entrepreneurship vs. intrapreneurship, managerial and intrapreneurial decision making, corporate vs. entrepreneurial culture, intrapreneurial leadership characteristics, the individual entrepreneur, entrepreneurial feelings, male vs. female entrepreneurship, entrepreneur vs. inventors.

### Unit 2: Women entrepreneurship

LH 12

Concept of women entrepreneurship; Women empowerment through entrepreneurship; Women entrepreneurship in Nepal; Problems of women entrepreneurship; Future challenges of women entrepreneurs and their success factors.

### Unit 3: Growth of Entrepreneurship

LH 15

The concept of socio-economic growth; Factors affecting entrepreneurial growth; Rural entrepreneurship – types, problems and factors affecting rural entrepreneurship; Tourism entrepreneurship – types, problems and factors affecting tourism entrepreneurship; Emerging concepts in entrepreneurship growth.

### Unit 4: Entrepreneurship Competency Development (ECD)

LH 13

Concept of entrepreneurial competency; Need for Entrepreneurial competency development (ECD); Entrepreneurial competency development programs (ECDPs); Phases of ECDPs; Evaluation of ECDPs; Different institutions and agencies operating ECDPs in Nepal.

### Unit 5: Entrepreneurial Venture Creation

LH 30

Idea generation; identifying and recognizing opportunities, personal characteristics of a entrepreneur, techniques for generating ideas, encouraging and protecting ideas; Preparing business plan – concept and scope, significance and elements; presenting the business plan, financial information needs, using the Internet as a resource pool, writing a business plan, industry analysis, marketing research, understanding the marketing plan, characteristics of a marketing plan, steps in preparing marketing plan, Venture creation – venture project formulation, implementation and evaluation; choosing a format of business organization: sole proprietorship, partnership, corporation, limited liability company, developing enterprise in Nepal- legal and ethical considerations.

**Unit 6: Legal Issues of Entrepreneurial Venture****LH 10**

Legal requirements for venture creation – legal structures, venture registration, PAN and VAT registration, obtaining intellectual property rights, contract laws, labor laws and environmental laws.

**Unit 7: Financing of Entrepreneurial Venture****LH 10**

Need for financial planning; Sources of finance for entrepreneurial ventures – angel investors and venture capitalists; Types of financing – equity and debt; Sources of short-term loans for ventures.

**Unit 8: Institutional Support to Entrepreneurship Development****LH 30**

Institutional support – concept and need; Financial support agencies – Rural Development Banks, micro finance institutions, commercial banks; micro enterprise development projects and programs; Logistic support agencies - government, specialized and consultancy agencies; Industrial estates, Role of Government in promoting entrepreneurship incentives, subsidies and grants. Export oriented units-Fiscal and Tax concession, role of financial institutes in the entrepreneurship development in Nepal. Introduction to Entrepreneurship Development Projects in Nepal with reference to IED, MEDEP and ELAM. (MEDEP,-ELAM).

**Text and References**

Khanka, S.S., *Entrepreneurial Development*. New Delhi: S. Chand & Company

Barringer, B.R. & Ireland, R.D. **Entrepreneurship: Successfully Launching New Venture**. New Delhi: Pearson  
Hisrich, R.D., Manimala, M. J., Peters, M.P. and Shepherd, D.A. *Entrepreneurship*, New Delhi: McGraw-Hill Education (India) Pvt. Ltd.

Aqrwal, G.R., *Entrepreneurship Development in Nepal*. Kathmandu: M.K. Publishers

Shrestha, P., *Entrepreneurship Development*. Kathmandu: Samjhana Publication Pvt. Ltd.

Joshi, S., *Entrepreneurship Development* (Nepali). Kathmandu: Taleju Prakashan,

