

HS-403 ENTREPRENEURSHIP

Understanding the Entrepreneurship Mind-Set: The Revolutionary Impact of Entrepreneurship, The Individual Entrepreneurship Mind-Set, Corporate Entrepreneurship Mind-Set, The Social and Ethical Perspectives of Entrepreneurship, Launching Entrepreneurial Ventures: Creativity and Innovation, Methods to Initiate Ventures, Legal Challenges in Entrepreneurship, The Search for Entrepreneurship Capital, Formulation of Entrepreneurial Plan: The Assessment Function with Opportunities, The Marketing Aspects of New Ventures, Financial Statements in New Ventures, Business Plan preparation for New Ventures, Strategic Perspectives in Entrepreneurship: Strategic Growth in Entrepreneurship, Valuation Challenge in Entrepreneurship, Final Harvest of a New Venture

Recommended Book:

1. "Introduction to Entrepreneurship", Donald F. Kuratko, South Western College, 8th Edition, 2009.
2. "The Entrepreneurial Mindset", Rita G. McGrath and Ian C. MacMillan, Harvard Business School Press, 2000.
3. "Startup: A Silicon Valley Adventure", Jerry Kaplan, Replica Books, 2001.
4. "A Good Hard Kick in the Ass: Basic Training for Entrepreneurs", Rob Adams, Crown Business, 2002.
5. "Technology Ventures: From Ideas to Enterprise", Thomas H. Byers, Richard C. Dorf and Andrew J. Nelson, McGraw-Hill, 3rd Edition, 2010.