

COURSE NO. SEC - 4**(a) STARTUP OPPORTUNITY AND FEASIBILITY****COURSE OBJECTIVES:**

1. It helps the students to acquaint themselves with the special challenges of starting new ventures and introducing new product and service ideas.
2. To learn about identifying business opportunities
3. To lean about market and technical feasibility for business

COURSE OUTCOMES:

1. To identify opportunities for starting business
2. To be able to write a business plan
3. To take decision regarding form of business ownership
4. To conduct feasibility study

Unit I:

Windows of opportunity: Environmental change, Technology- new products and pioneers, Market evolution- niches and opportunities, Industrial development- linkages and opportunities, Types of entrepreneurs.

Understanding opportunity: Criteria for an opportunity, opportunity evaluation, cost of evaluation, execution trumps opportunity; risk, uncertainty and ambiguity; approaches to opportunity evaluation

Unit II:

Building the Business Plan: Beginning Considerations: Building a competitive advantage. The strategic management processes. Conducting a feasibility analysis. Forms of Business ownership. Franchising and entrepreneurship. Buying an existing business. Marketing and financial considerations: Building a powerful marketing plan, E-commerce and Entrepreneur, Pricing strategies, Choosing the right location and layout

SUGGESTED BOOKS

1. Greg Clydesdale Entrepreneurial Opportunity: The Right Place at the Right Time
2. Wise S and Feld B Startup Opportunities: Know When to Quit Your Day Job
3. Timmons, J.A. and Spinelli, S.: New Venture Creation– Entrepreneurship for the 21st century.
McGraw Hill Reference Books
4. Start Up Management- Nuzhath Khatoon-Professional Books Publisher
5. Galloway S Post Corona: From Crisis to Opportunity
6. Robert P Singh Entrepreneurial Opportunity Recognition Through Social Networks
7. Vasanth Desai, “Dynamics of Entrepreneurial Development and Management”, HPH,Millenium
8. S.S. Khanka, “Entrepreneurial Development”, S. Chand & Co. Ltd.
9. Poornima. M Charantimath, “Entrepreneurial Development and Small Business Enterprises” Pearson Education.