

Nirma University
Institute of Law
B.Com., LL.B. (Hons) Programme,
Academic Year 2020-21
Semester VI

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Credit: 4

Hours: 60

Course Code	2BBL642
Course Title	Entrepreneurship

Course Learning Outcomes (CLO)

At the end the course, students will be able to:

1. Identify functions and roles of an entrepreneur
2. Explain process of entrepreneurship and form a business plan
3. Summarize steps of formation of business enterprise.
4. Demonstrate ideation for Start Up
5. Develop problem solving skills and ability to innovate for formation of business
6. Locate government institutions and policies for promotion of entrepreneurship

Unit I Entrepreneurship: Concept and Function

(12 Hours)

- Entrepreneurship: What makes an entrepreneur?
- Essence of Entrepreneurship – Evolution & Theory
- Role and Importance of Entrepreneur in Economic Growth
- Functions of entrepreneur
- McClelland's achievement motivation theory
- Great entrepreneurs: Tips from their journey

Case Study - Infosys: Narayan Murthy and Alibaba Group: Jack Ma and journey of local Law Firms and national Law Firms

Unit II New Venture Creation: Lawyer as an Entrepreneur

(20 Hours)

(A) Understanding Law Entrepreneurship

(4 Hours)

- Business Plans
- Planning for business venture
- Guidelines for Financial Assistance
- Great Examples: Law Firms in India:
 - Online Dispute Resolution
 - Law Firms & Proprietorships
 - E-Commerce

- Tele Legal Services
- Legal Process Outsourcing
- Digital Compliance

(B) Idea and It's Conceptualization

(4 Hours)

- Finding Resources and Ideas:
- Business Idea Generation
- Government Policy Packages
- State Financial Corporations and other Financial Institutions
- Business Incubators and Facilitators

Case Study: Reliance India Ltd. – Dhirubhai Ambani & Yahoo – Jerry Yang & David Filo

(C) Searching For Financial Resources

(4 Hours)

- Sources of Finance
- Structuring your business
- Venture Capital, Angel Investing, Bank Funding,
- Capital Structure

Case Study: Microsoft – Bill Gates & Big Bazaar – Kishore Biyani

(D) Setting Up The Business Venture

(4 Hours)

- Forms of Business Organizations
- Incorporation – Taxes, Computation of Income and other details
- Legal formalities and Documentation – Registration Process

Case Study: Google – Larry Page and Sergey Brin

(E) Growth Phase

(4 Hours)

- How to scale up
- Transitioning the family business : Professionalism and succession

Case Study: OYO Rooms – Ritesh Agarwal & Apple – Steve Jobs and Steve Wozniak

Unit: III Entrepreneurship as Innovation and Problem Solving

(10 Hours)

- Entrepreneurs- As problem solvers
- Innovations and Entrepreneurial Ventures
- Social Entrepreneurship-Concept and Importance
- Risk taking – Concepts and types
- The role of technology/ social media in creating new firms, networks and cooperative clusters
- Barriers to Entrepreneurship
- Support structure for promoting entrepreneurship (various government schemes)

Unit: IV Forms of Organization – Legal Aspects**(10 Hours)**

- Legal Aspects of establishing new Business Unit
- Forms of Business Organization – Sole Proprietorship, Partnership
- Joint Stock Companies & Co-operatives
- Business Combination: Meaning, Causes, Objectives, Types and Forms
- Mergers, Takeovers and Acquisitions
- Business Finance: Financial needs & Sources of Finance
- Security Market, Money Market, Study of Stock Exchange & SEBI
- Social Entrepreneurship – NGOs / Cooperatives / Trusts

Unit: V Entrepreneurship Development and Government**(8 Hours)**

- Role of Central Government and State Government in promoting Entrepreneurship
- Role of national institutions in promotion of Entrepreneurship
 - District Industries Centers (DIC)
 - Small Industries Service Institute (SISI)
 - MSME – Entrepreneurship and Skill Development Program (ESDP)
 - Entrepreneurship Development Institute of India (EDII)
 - National Institute of Entrepreneurship & Small Business Development (NIESBUD)
 - National Entrepreneurship Development Board (NEDB)
 - Incubator System for entrepreneurship development
 - Digital Entrepreneurship – E-Commerce and allied areas

Suggested Readings:

1. Ivaturi, V., Ganesh, M., & Subramnya, S. (2017). *The Manual for Indian Start-ups: Tools to Start and Scale-up Your New Venture* (1st ed.). New Delhi: Penguin Random House India.
2. Soota, A., & S.R., G. (2016). *Entrepreneurship Simplified: From Idea to IPO* (1st ed.). New Delhi: Penguin Random House India.
3. Holt, D. (1992). *Entrepreneurship*. Englewood Cliffs, N.J.: Prentice Hall.
4. Peter Drucker (2000). *Innovation and Entrepreneurship Development*, Cengage Learning.
5. Kondaiah, Chukka (2002). *Entrepreneurship in New Millennium: Challenges & Prospects*, Tata McGraw-Hill Publishers Company Limited.
6. Desai, Vasant, (2013). *Dynamics of Entrepreneurial Development & Management*, Himalaya Publishing House.
7. Joshi, Mahesh V. (2008). *Towards success the Basic Elements of Entrepreneurship* Adhyayan Publisher's & Distributors.
8. G.S.Batra (2010). *Development of Entrepreneurship*, Deep & Deep Publications.

L=Lecture, T=Tutorial, P=Practical, C=Credit