

**Assam Don Bosco University**

**Programme: Certificate Course in Entrepreneurship and Family Business**

**Programme Co-ordinator: Dr. Pankaj Sharma**

**SUBJECT: Entrepreneurship Theory and Practices**

**CREDITS 04**

**Course Co-ordinator: Dr. Kirtika Uzir**

**Course Objective:**

To equip students with a comprehensive understanding of entrepreneurship by exploring fundamental concepts and theories related to creativity, innovation, and business development. It enables learners to understand entrepreneurial behaviour, ecosystem dynamics, and opportunity identification processes. Ultimately, students will develop creative thinking, innovation orientation, and the ability to design viable entrepreneurial ventures.

**Course Outcomes**

At the end of this course students will be able to:

- Define entrepreneurship, entrepreneurial traits, and related concepts. (Remembering)
- Understand and explain entrepreneurship theories, innovation processes, and ecosystem components. (Understanding)
- Apply opportunity recognition tools and entrepreneurial frameworks in business idea development. (Applying)
- Analyse business environment and startup ecosystem for identifying opportunities and threats. (Analyzing)
- Evaluate innovation strategies, government policies, and technological influences on entrepreneurship. (Evaluating)
- Create an entrepreneurial opportunity evaluation framework or business concept model. (Creating)

**Module 1: Entrepreneur and Entrepreneurship**

Meaning of Entrepreneur; Evolution of entrepreneurship concept; Functions of an entrepreneur; Types of entrepreneurs; Entrepreneurial competencies; Intrapreneurship concept; Role of entrepreneurship in economic development.

**Module 2: Concept of Entrepreneurship**

Entrepreneurship ecosystem; Stages in entrepreneurial process; Creativity, invention and innovation; Design thinking fundamentals; Opportunity identification and screening methods; Technology driven entrepreneurship.

**Module 3: Entrepreneurial Process and Business Models**

Business model concept; Business model canvas; Lean startup concept; Value proposition design; Customer discovery process; Minimum viable product concept; Startup lifecycle stages.

**Module 4: Contemporary and Global Entrepreneurship**

Digital entrepreneurship; Social entrepreneurship; Sustainable entrepreneurship; Startup policies and government support; Global startup ecosystem; Future trends in entrepreneurship.

**Suggested Readings**

- Entrepreneurship Development, S.S. Khanka, S. Chand
- Entrepreneurial Development, Vasant Desai, Himalaya Publishing
- Entrepreneurship, Hisrich and Peters, McGraw Hill
- Innovation and Entrepreneurship, Peter Drucker
- The Lean Startup, Eric Ries
- Entrepreneurship: Theory, Process and Practice, Kuratko

## Mapping of COs to syllabus

	Module 1	Module 2	Module 3	Module 4
CO1	H	M	L	L
CO2	H	H	M	L
CO3	M	H	H	M
CO4	M	M	H	M
CO5	L	M	M	H
CO6	L	M	H	H

**SUBJECT: New Venture Creation**

**CREDITS 04**

**Course Co-ordinator: Dr. Debanjalee Chakraborty**

### Course Objective:

To provide students with practical knowledge of new venture creation by focusing on idea validation, feasibility assessment, business planning, and venture launch strategies. It enables learners to understand operational, regulatory, and strategic aspects of startup development. Ultimately, students will develop the ability to prepare structured business plans and venture launch strategies.

### Course Outcomes

At the end of this course students will be able to:

- Define stages and processes involved in new venture creation. (Remembering)
- Understand feasibility analysis methods and business planning frameworks. (Understanding)
- Apply business planning tools for startup development. (Applying)
- Analyse market entry strategies and startup operational models. (Analyzing)
- Evaluate regulatory, legal, and funding requirements for startups. (Evaluating)
- Create a structured business plan for a startup venture. (Creating)

### Module 1: Venture Ideation and Opportunity Validation

Sources of business ideas; Idea screening; Market need identification; Customer segmentation; Proof of concept; Product market fit concept.

### Module 2: Feasibility and Business Planning

Technical feasibility; Financial feasibility; Market feasibility; Risk assessment; Business plan structure; Startup cost estimation.

### Module 3: Venture Launch Strategy

Go to market strategy; Pricing strategy; Operations planning; Supply chain basics; Team building and HR planning; Startup performance metrics.

### Module 4: Legal Framework and Scaling

Business registration procedures; Intellectual property rights basics; Startup funding readiness; Investor documentation; Growth and scaling strategies.

### Suggested Readings

- Essentials of Entrepreneurship, Scarborough
- New Venture Creation, Timmons
- Business Model Generation, Osterwalder
- The Startup Owner's Manual, Steve Blank
- The Art of the Start, Guy Kawasaki
- Writing a Business Plan, Brian Finch

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CO5	L	M	M	H
CO6	L	H	H	M

**SUBJECT: Entrepreneurial Marketing**

**CREDITS 04**

**Course Co-ordinator: Dr. Jamal Hussain**

#### Course Objective:

To develop marketing competencies required for entrepreneurial ventures by integrating traditional marketing principles with digital and growth marketing approaches. It enables learners to design customer focused marketing strategies under resource constraints. Ultimately, students will develop the ability to build brand presence and market positioning for startups.

#### Course Outcomes

At the end of this course students will be able to:

- Define entrepreneurial marketing concepts and principles. (Remembering)
- Understand customer behaviour and market research concepts in startup context. (Understanding)
- Apply digital marketing tools and growth marketing techniques. (Applying)
- Analyse competitive positioning and branding strategies. (Analyzing)
- Evaluate marketing performance metrics and ROI indicators. (Evaluating)
- Create startup marketing strategy and branding plan. (Creating)

#### Module 1: Marketing Fundamentals for Entrepreneurs

Marketing concept; Entrepreneurial marketing concept; Customer centricity; Value creation; Marketing mix for startups.

#### Module 2: Market Research and Consumer Behaviour

Primary research methods; Customer journey mapping; Consumer behaviour analytics; Market segmentation and targeting; Product positioning.

#### Module 3: Digital Marketing and Growth Strategies

Social media marketing; Content marketing; Search engine optimization basics; Email marketing; Performance marketing metrics.

#### Module 4: Branding and Market Expansion

Brand building for startups; Competitive strategy; International digital marketing; Customer retention strategies; Marketing analytics tools.

#### Suggested Readings

- Marketing Management, Philip Kotler
- Entrepreneurial Marketing, Stokes
- Digital Marketing Strategy, Simon Kingsnorth
- Digital Marketing, Dave Chaffey
- Marketing 4.0, Philip Kotler
- Principles of Marketing, Armstrong and Kotler

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**SUBJECT: Entrepreneurial Finance**

**CREDITS 04**

**Course Co-ordinator: Dr. Chayanika Das**

#### Course Objective:

To develop financial decision-making skills required for entrepreneurial ventures by focusing on financial planning, funding sources, cost structures, and financial risk management. It enables learners to interpret financial data and evaluate funding alternatives. Ultimately, students will develop the ability to prepare startup financial projections.

#### Course Outcomes

At the end of this course students will be able to:

- Define financial concepts relevant to entrepreneurial ventures. (Remembering)
- Understand startup funding sources and financial instruments. (Understanding)
- Apply financial planning and cost analysis tools. (Applying)
- Analyse financial statements and cash flow patterns. (Analyzing)
- Evaluate funding options and investment decisions. (Evaluating)
- Create startup financial projections and funding plans. (Creating)

#### Module 1: Financial Fundamentals for Entrepreneurs

Financial literacy basics; Cost concepts; Break even analysis; Time value of money basics; Financial statement overview.

#### Module 2: Startup Funding Sources

Bootstrapping; Angel investors; Venture capital; Crowdfunding; Government funding schemes.

#### Module 3: Financial Planning and Analysis

Cash flow planning; Budgeting; Working capital management; Unit economics; Financial ratio analysis.

#### Module 4: Financial Strategy and Risk Management

Financial risk management; Startup valuation basics; Investor pitching metrics; Exit strategies.

#### Suggested Readings

- Corporate Finance, Ross and Westerfield
- Entrepreneurial Finance, J. Chris Leach
- Valuation, Aswath Damodaran
- Financial Intelligence for Entrepreneurs, Berman
- Analysis for Financial Management, Higgins
- Venture Capital and Private Equity, Josh Lerner

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**SUBJECT: Family Business Management**

**CREDITS 04**

**Course Objective:**

**Course Co-ordinator: Mr. Rajkamal Rakshit**

To provide students with knowledge of management, governance, and succession issues specific to family businesses. It enables learners to understand family business structures, professionalization challenges, and sustainability strategies. Ultimately, students will develop the ability to design family business continuity and succession plans.

**Course Outcomes**

At the end of this course students will be able to:

- Define family business structure, characteristics, and types. (Remembering)
- Understand governance models and professionalization practices in family firms. (Understanding)
- Apply succession planning frameworks. (Applying)
- Analyse conflict management and leadership transition issues. (Analyzing)
- Evaluate sustainability and growth strategies for family businesses. (Evaluating)
- Create family business continuity and succession plan. (Creating)

**Module 1: Introduction to Family Business**

Meaning of family business; Characteristics of family firms; Types of family businesses; Economic contribution of family businesses.

**Module 2: Governance and Professionalisation**

Family constitution; Governance structures; Board of directors; Advisory boards; Professional management integration.

**Module 3: Succession Planning and Leadership Transition**

Succession planning models; Next generation leadership development; Wealth management basics; Ownership transition planning.

**Module 4: Sustainability and Future Readiness**

Innovation in family firms; Global family business case studies; ESG practices; Long term sustainability strategies.

**Suggested Readings**

- Family Business, Ernesto Poza
- Generation to Generation, Gersick
- Keeping the Family Business Healthy, John Ward
- Strategic Planning for the Family Business, Carlock and Ward
- Managing for the Long Run, Miller and Le Breton Miller
- Family Business Governance, Neubauer and Lank

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