

B.Com (H) II Year

Entrepreneurship (4.5)

Dear Students,

I hope in this time of COVID frenzy we all are keeping ourselves safe and are following the rules of social distancing.

Remember the power of stepping away!



Following are the contents of our e-resource.

1. **Syllabus:**

Please try and read more about the topics covered under unit 3 as per the structured syllabus provide per University of Delhi guidelines.

2. **Project:**

Build up more around the idea/concept in terms of feasibility study and initial market testing

Outline for a Comprehensive Feasibility Analysis

- Part 1: Product/Service Feasibility
 - A. Product/service desirability
 - B. Product/service demand
- Part 2: Industry/Target Market Feasibility
 - A. Industry attractiveness
 - B. Target market attractiveness
- Part 3: Organizational Feasibility
 - A. Management prowess
 - B. Resource sufficiency
- Part 4: Financial Feasibility
 - A. Total start-up cash needed
 - B. Financial performance of similar businesses
 - C. Overall financial attractiveness of the proposed venture
- Overall Assessment

3. **Reading/ Viewing assignment**

- Watch 2 movies and write business review of the same.
 - o <https://www.imdb.com/list/ls045417641/>

- Read research papers on following domains of Entrepreneurship and write a follow up review
 - o New business models and their success conditions
 - o Entrepreneurship : Can you study, learn and be proficient ?
 - o Significance of Internet and its contribution to the success of entrepreneurship
 - o Tax impacts and tweaks and their impact on success of entrepreneurship in the country's economy
 - o Entrepreneurial Finance (wide range of new financing sources (e.g., crowdfunding, accelerators and incubators, university-based seed funds)
 - o Founder and Team Characteristics in new ventures
 - o Psychological aspects of entrepreneurship

I hope we all utilize this time in best possible manner. Stay safe and healthy!