

DSC 19: Entrepreneurship Development and Growth Strategy**Credit distribution, Eligibility and Pre-requisites of the Course**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
Entrepreneurship Development and Growth Strategy (DSC 19)	4	3	1	0	Class XII	NIL

Learning Objectives:

- To instituting entrepreneurial skills
- Develop understanding of strategic decisions and the competences to become a successful entrepreneur.
- Gain competitive advantage and built a strong team for start-up ventures.

Learning Outcomes:

By the end of the course, students should be able to:

- Recognize the entrepreneurial potential within yourself and appreciate the role of strategic decision making.
- Develop and appraise creative new business concepts that can be turned into sustainable business ventures and
- Build the creative team for the start-up.

Syllabus of DSC 19**Unit 1****Sensing Growth Opportunity****(9 hours)**

Introduction to strategy and strategic decisions, conceptual framework in strategic management of enterprise. Understanding economic and business landscape, challenges of new disruptive business models. Evaluation of external environment: general, industry, and competitor, assessment of resources, capabilities, and competencies for growth.

Unit 2**Crafting Competitive Advantage****(15 hours)**

Building the organizational vision and mission. criteria for evaluating a mission statement- Goal, Process & Formulation of the mission statement (Drucker's Performance Area).

Competitive rivalry and dynamics, developing corporate strategy, developing international strategy. Formulation of competitive strategies: Michael E. Porter's generic competitive strategies, implementing competitive strategies – offensive & defensive strategies.

Cooperative strategies: Strategic alliances and joint ventures Mergers, acquisitions, and divestitures. Shaping strategies: BOP strategies, Strategy in emerging markets, Corporate-intrapreneurship, Non-market strategy, Designing and analysing business experiments.

Unit 3**Execution and Realising Competitive Advantage****(9 hours)**

Strategy implementation, organisation structure and management control, corporate

governance, ethic, and corporate social responsibility. Corporate and strategic communication. Management of change and transformation.

Unit 4

New Frontiers in Entrepreneurship

(12 hours)

Technology and Entrepreneurship: tech-enabled ventures; technology supporting entrepreneurship. Intrapreneurship: description, forms, levels and degrees of corporate entrepreneurship, corporate culture. Entrepreneurial climate within the organization: description, impact on intrapreneurship. Eco-friendly and climate conscious entrepreneur. Stimulating organizational creativity: creative teams; managing organizations for innovation and positive creativity.

Essential/recommended Readings (latest editions of readings to be used)

1. Thompson, A.A., Strickland III, A.J., Gamble, J.E. and Jain, A.K., *Crafting and Executing Strategy: Concepts and Cases*, Tata McGraw Hill.
2. Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A.: *Entrepreneurship*, Tata McGraw Hill
3. Andriopoulos, C. and Dawson, P.: *Managing Change, Creativity and Innovation*, Sage

Suggestive Readings (latest editions of readings to be used)

1. Pearce, J.A. and Robinson, R.B., *Strategic Management Formulation, Implementation and Control*, McGraw Hill
2. Thompson, A.A. and Strickland III, A.J., *Crafting and Executing Strategy*, McGraw Hill
3. Johnson, G. and Scholes, K., *Exploring Corporate Strategies*, Prentice Hall
4. Kuratko, D.F., and Rao, T. V., *Entrepreneurship: A South-Asian Perspective*, Cengage
5. Barringer, B.R. and R. Duane Ireland, *Entrepreneurship*, Pearson Prentice Hall
6. Bilton, C. and Cummins, S., *Creative Strategy*, Wiley

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time