

EED216: Small Business Planning and Creation (BBM / Focus Area: Entrepreneurship Development)

Credit: 3

Lecture Hours: 48

Course Objectives:

This course is designed to provide BBM students with a comprehensive understanding of small business planning and creation, with family business and rural entrepreneurship in Nepal. It aims to equip students with the knowledge, skills, and mindset necessary to identify, evaluate, and pursue entrepreneurial opportunities in small business areas, as well as effectively manage small businesses.

Learning Outcomes:

- Understand the entrepreneurial mindset and the role of entrepreneurs in society
- Explore the process of identifying and evaluating entrepreneurial opportunities in small business areas.
- Develop skills in small business planning, feasibility analysis, and venture creation.
- Learn about the legal and regulatory aspects of starting and managing a small business.
- Understand in developing the small business model.
- Understand the issues of family business and rural entrepreneurship as the part of small business.

Learning strategies/Pedagogy:

The following learning strategies should be used to deliver the course by the concerned faculty/Instructors

- Case analysis and discussion
- Term paper writing
- Articles review & seminar paper
- Presentation: Individual and group work
- Assignment and thematic presentation

Course Details:

Unit 1: Understanding Small Business

LH 8

Small business: concept, features and types of small business; small business and society; micro and macro enterprises; contribution of small business; factors affecting in managing small business; areas for concern to small business owner; opportunities for small business in Nepal.

Unit 2: Developing Creativity and Understanding Innovation in Small Business

LH 6

Innovation and Creativity: meaning and concept; Innovation and the Entrepreneur; Role of Creativity in small business; Financial Support for Innovation for Small Business in Nepal.

Unit 3: Business Idea, Opportunity Recognition and Evaluation **LH 8**

Concept of new business idea for small business; Sources for business idea generation in small business; Identify entrepreneurial opportunities for small business; Market analysis and feasibility assessment for small business; Opportunity recognition frameworks for small business.

Unit 4: Small Business Planning and Creation **LH 8**

Concept of small business plan; Outlines of small business plan; Small business model development: Canvas model and Lean canvas model for small business; Creating the small business; Writing a business plan for small business; Legal and regulatory requirements for startups relating to small business in Nepal

Unit 5: Technology and Innovation in Small Businesses **LH 8**

The role of technology in enhancing the competitiveness and efficiency of small business in Nepal; E-Commerce platforms for small business management in Nepal; Scaling small businesses through technology; Marketing strategies for small businesses through technology and innovation in Nepal

Unit 6: Family Business and Rural Entrepreneurship in Nepal **LH 10**

Meaning of family business; Types of family business; Family business in Nepal: A historical perspective, advantages and disadvantages of family business; Major challenges faced by family business in Nepal; Rural entrepreneurship: meaning, need and features; Problems of rural entrepreneurship in Nepal; Relationship between rural, entrepreneurship and family business as small businesses in Nepal.

Suggest Reading Materials:

- Small Business Management in the 21st Century, David Cadden, Quinnipiac University
Sandra L. Lueder, Southern Connecticut State University, 2012
- Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers (The Strategyzer series) by Alexander Osterwalder and Yves Pigneur, July 13, 2010, John Wiley and Sons, USA
- Entrepreneurial Development, S.S. Khanka, 2022, S. Chand, New Delhi
- Entrepreneurship: Successfully Launching New Ventures, Bruce R. Barringer and R. Duane Ireland, 2009, Pearson Education, London
- Articles and cases with national and international context