

# GUJARAT TECHNOLOGICAL UNIVERSITY

## INTEGRATED MASTER OF BUSINESS ADMINISTRATION

**Year – 3 (Semester –6) (W.E.F. Academic Year 2017-18)**

**Subject Name: Entrepreneurship (E)**

**Subject Code: 2567107**

### **1. Learning Outcomes:**

At the end of semester students would be able to

- Acquire entrepreneurial skill to enhance business performance and sustainable competitive advantage for the corporate.
- Make good decisions and realistic action plans about entrepreneurship.

**2. Course Duration:** The course duration is of **40 sessions of 60 minutes** each.

### **3. Course Contents:**

<b>Module No.</b>	<b>Contents</b>	<b>No. of Sessions</b>	<b>Marks (out of 70)</b>
<b>I</b>	<b>Entrepreneurship:</b> Concepts, Importance; Characteristics of a Successful Entrepreneur, Problems faced by Entrepreneurs, Myths and Mindset, Theories & Types of Entrepreneur, Creativity, Innovation and Entrepreneurship, Gujarati Entrepreneur and Contribution to India and World Economy	10	17
<b>II</b>	<b>Formalities For Setting Up of A Small Business Enterprise:</b> Identifying The Business Opportunity; Growth of a Business Idea; Selection of a Project (Product/ Service Selection, Location Selection, Project Feasibility Study, Business Plan Preparation, Preparation of a Project Profile), Decide on the Constitution, Registration, Clearances from specific Departments, Arrange for Land, Arrange for Plant & Machinery, Arrange for Infrastructure, Prepare Project Report, Apply & Obtain Finance, Implement the Project & Obtain Final Clearances	10	18
<b>III</b>	<b>Understanding of Ecosystem &amp; MSME:</b> Introduction to Central – level Institutions, State –level Institutions, Other Institutions (NABARD, TCOs, SIDBI) supporting business enterprises for financial assistance, technical consultancy,	10	

	marketing input and research & development support, Process of raising finance from Bank and Other Institutes <b>Micro, Small, and Medium Enterprises (MSME):</b> Concept, Role and Definitions of MSME, Growth & Development of MSME in India and Gujarat, Current Schemes for MSME of Gujarat, Problems facing the MSME Sector		17
IV	<b>Government Support for Entrepreneurship Development:</b> Initiatives for Start-up India, Stand up India and Skill India, Government of Gujarat schemes for Startup, Start-up and ecosystem, Stand-up India: Women and Minority Entrepreneurship <b>Ease of Doing Business (EoDB)</b> – Overview, Ranking, Determinants of EoDB	10	18
V	<b>Practical:</b> Exploring the existing enterprises, their market and growth potential, exploring scope for ancillary units, identifying the gaps/future needs/niche areas Idea generation : Students to submit an Idea Canvas Students to present a Business Model Canvas Understand and work on Technology commercialization	---	30 Marks of CEC

#### 4. Teaching Methods:

The course will use the following pedagogical tools:

- Case discussion and presentation
- Role play
- Audio-Video Material

#### 5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Continuous Evaluation Component comprising of Class test, Assignment, Presentation, Class participation	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

#### 6. Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Poornima M. Charantimath	Entrepreneurship Development Small Business Enterprises	Pearson	Latest

2	Donald F Kuratko and T V Rao	Entrepreneurship – A South-Asian Perspective	Cengage Learning	Latest
3	Rajeev Roy	Entrepreneurship	Oxford	Latest
4	Arun Sahay & V. Sharma	Entrepreneurship and New Venture Creation	Excel Books	Latest
5	Michael Schaper, Thierry Volery, Paull Weber and Kate Lewis	Entrepreneurship and Small Business	Wiley	Latest
6	Alpana Trahan	Entrepreneurship	Dreamtech Press	Latest

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.