



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 2<sup>nd</sup> Semester

Subject Name: Entrepreneurship

Subject Code: 4529207

With effective  
from academic  
year 2018-19

## 1. Learning Outcome:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>• <i>Appraise</i> the ecosystem and business environment facilitating entrepreneurship for inferring a given available opportunity for entrepreneurship.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>• <i>Design</i> a business plan for a given entrepreneurial opportunity.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>• <i>Analyze</i> relationship between personal traits as well as cultural values and entrepreneurial success.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>• <i>Prioritize</i> ethical considerations for the environment and society while exploiting a given entrepreneurial opportunity.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>• <i>Create</i> presentations and business plans that articulate and apply financial, operational, organizational, market, and sales knowledge for setting up an entrepreneurial venture.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>• <i>Develop</i> a viable and feasible approach to market team's idea for the Indian business environment.</li> </ul>

## LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 4529207	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: Appraise the ecosystem and business environment facilitating entrepreneurship for inferring a given available opportunity for entrepreneurship.	3	3	1	-	1	-	-	2	2
LO2: Design a business plan for a given entrepreneurial opportunity	2	3	3	2	2	-	-	2	2
LO3: Analyze relationship between personal traits as well as cultural values and entrepreneurial success.	-	-	-	-	-	3	1	2	1
LO4: Prioritizing ethical considerations for the environment	2	2	-	-	1	2	3	2	2



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and society while exploiting a given entrepreneurial opportunity									
LO5: Create presentations and business plans that articulate and apply financial, operational, organizational, market, and sales knowledge for setting up an entrepreneurial venture.	-	-	-	3	1	-	-	-	-
LO6: Develop a viable and feasible approach to market team's idea for the Indian business environment.	-	-	-	-	-	3	-	2	2

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

**3. Course Contents:**

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	<b>Entrepreneurship:</b> Concepts, Importance; Characteristics of a Successful Entrepreneur, Problems faced by Entrepreneurs, Myths and Mind-set, Theories & Types of Entrepreneur, Forms of business organizations (Sole Proprietorship, Partnership, HUF, Private limited, Public limited, LLP). Creativity, Innovation and Entrepreneurship, Gujarati Entrepreneur and Contribution to India and World Economy Introduction to international entrepreneurship, modes of entry.	8	14
II	Formalities For Setting Up of A Small Business Enterprise: 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	12	21



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<b>III</b>	Understanding of Ecosystem & MSME: Introduction to Central – level Institutions, State –level Institutions, Other Institutions (NABARD, TCOs, SIDBI) supporting business enterprises for financial assistance, technical consultancy, marketing input and research & development support, Process of raising finance from Bank and Other Institutes Micro, Small, and Medium Enterprises (MSME): Concept, Role and Definitions of MSME, Growth & Development of MSME in India and Gujarat, Problems facing the MSME Sector	10	18
<b>IV</b>	Government Support for Entrepreneurship Development: Initiatives for Start-up India, Stand up India and Skill India, Government of Gujarat schemes for Start-up, Start-up and ecosystem, Stand-up India: Women and Minority Entrepreneurship. Ease of Doing Business (EoDB) – Overview, Ranking, Determinants of EoDB	10	17
<b>V</b>	<b>Practical:</b> Project/ presentation on any of the following; Survey of Entrepreneurs from local area Preparing a Business plan for dream business/project Identifying success stories of various Entrepreneurs, Case study on entrepreneurship Experience sharing with entrepreneurs by visiting industry, guest talks and live projects.	---	(30 marks CEC)

#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

#### 5. Evaluation:

Students shall be evaluated on the following components:

<b>A</b>	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
<b>B</b>	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
<b>C</b>	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>

#### 6. Reference Books:

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



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2	P. C. Jain	Hand book for New entrepreneurs	Oxford University Press	Latest Edition
3	Arya Kumar	Entrepreneurship: Creating and Leading an Entrepreneurial Organization	Pearson	Latest Edition
4	Donald F Kuratko and T V Rao	Entrepreneurship – A South-Asian Perspective	Cengage Learning	Latest Edition
5	Rajeev Roy	Entrepreneurship	Oxford	Latest Edition
6	Michael Schaper, Thierry Volery, Paull Weber and Kate Lewis	Entrepreneurship and Small Business	Wiley	Latest Edition
7	Robert D. Hisrich, Michael P Peters and Dean A Shepherd	Entrepreneurship	McGraw-Hill	Latest Edition

**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

## **7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.**

1. Harvard Business Review
2. Business India / Business Today / Business World, University News
3. The Journal Of Enterprenuership by SAGE Publisher, [journals.sagepub.com/home/joe](http://journals.sagepub.com/home/joe)
4. The journal of Enterprenuership and Innovation in Emerging Economies by SAGE Publisher, [journals.sagepub.com/home/eie](http://journals.sagepub.com/home/eie).
5. International Journal of Enterprenuership and Small Business by inderscience Publishers, [www.inderscience.com/ijesb](http://www.inderscience.com/ijesb)
6. Vikalp Prabandhan