



**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**Syllabus for Bachelor of Vocation (B.Voc.), 5<sup>th</sup> Semester**  
**Branch: Information Technology**  
**Subject Name: Entrepreneurship & Start-ups**  
**Subject Code: 1150501**

**Type of subject:** Core

**Prerequisite:** NA

**Rationale:** Entrepreneurs have a significant impact for developing economy. The social expectations towards engineering professionals are certainly emerging as job creators especially with the thrust given to “Make in India” and “Vocal for Local” campaigns.

**Teaching and Examination Scheme:**

Teaching Scheme			Credit	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
			ESE (E)	PA (M)	ESE (V)	PA (I)		
3	0	0	3	50	0	0	0	50

L- Lectures; T- Tutorial/Teacher Guided Student Activity; P- Practical; C Credit; ESE- End Semester Examination; PA- Progressive Assessment

**Course Details:**

Sr. No.	Content	Total Hrs.	Module % Weightage
1	<b>Introduction to Entrepreneurship and Start-Ups:</b> Define Entrepreneurship, Discuss characteristics and functions of entrepreneurship, Different Types of Entrepreneurships, Identify 7-M Resources, Case Study: An Entrepreneurship Ambanis’ as the 20th century entrepreneurs of India.	10	25
2	<b>Business Ideas and their implementation (Idea to Start-up):</b> Idea Generation, Product Identification, Business Plan-The Marketing Plan And Financial Plan, Market research, Case Study: Marketing Strategy, Stages in starting a business enterprise, Case studies about strategies of businesses.	10	30
3	<b>Management Practice:</b> Industry, Commerce and Business, Different Leadership Models, Functions of Management: Merits & Demerits, Case Study: From Start-up to Success: An Entrepreneurial.	8	20
4	<b>Support Agencies and Incubators:</b> State & National Level Support Agencies, Start-up Incubation and modalities, Communication of Ideas to potential investors, Legal Issues Contracts copyrights ,Insurance ,Licensing ,Trade Secrets.	7	15
5	<b>Project Proposal &amp; Exit strategies:</b> Project Planning, Project planning and report, Break Even point, Return on investment and Return on sales Business Ethics, Ex-Im Policies.	7	10
	<b>TOTAL</b>	<b>42</b>	<b>100</b>



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**Suggested Specification Table with Marks (Theory): (For B.VOC. Only)**

<b>Distribution of Theory Marks</b>				
R Level	U Level	A Level	N Level	E Level
10	15	10	15	0

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate and above Levels (Bloom's Taxonomy)

**Reference Books:**

1. Entrepreneurship in Action Coulter PHI 2nd Edition
2. Entrepreneurship Development E. Gordon & K. Natarajan Himalaya
3. Entrepreneurship Robert D. Hisrich & Mathew J. Manimala McGraw Hill Education; ISBN 978-1259001635

**Course Outcomes:**

Sr.No.	Co statements:	Marks % Weightage
CO 1	Understanding the dynamic role of entrepreneurship and Startups by Acquiring Entrepreneurial spirit and resourcefulness, quality, competency, and motivation.	30
CO 2	Identify a Business Idea & problems and implement it.	15
CO 3	Select suitable Management practices like leadership and Ownership, resource institutes.	25
CO 4	Overview of Support Agencies and Incubators.	15
CO 5	Ethics, Ex-Im, & Exit strategies.	15
	<b>TOTAL</b>	100

**Laboratory Work: NA**

**Learning of Open Source Software/Learning Websites:**

<https://startuptalky.com/list-of-governmentinitiatives-for-startups/>

<http://niryatbandhu.iift.ac.in/exim/> <https://skillindia.gov.in>

- 1) <https://msme.gov.in/>
- 2) <https://www.msme.in/learn/governmentschemes-for-startups-and-msmes-in-india>
- 3) <https://www.google.com/search?q=From+Startup+to+Success%3A+An+Entrepreneurial+Case+Study&oq=From+Startup+to+Success%3A+An+Entrepreneurial+Case+Study+&aqs=chrome..69i57.1538j0j15&sourceid=chrome&ie=UTF-8>  
<https://ijefm.co.in/v6i1/27.php>