



**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**Syllabus for Bachelor of Vocation (B.Voc), 5<sup>th</sup> Semester**  
**Branch: Sales & Marketing Management**  
**Subject Name: Entrepreneurship**  
**Subject Code: 1152203**

**Teaching and Examination Scheme:**

Teaching Scheme			Credit C	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

**Contents:**

Sr. No.	Content	Teaching Hrs.	Module % Weightage
1	<b>Entrepreneurship:</b> Concepts, Importance; Characteristics of a Successful Entrepreneur, Problems faced by Entrepreneurs, Myths and Mindset, Theories & Types of Entrepreneurs, Forms of business organizations (Sole Proprietorship, Partnership, HUF, Private limited, Public limited, LLP).	10	25 %
2	<b>Business Plan:</b> Creativity, Innovation and Entrepreneurship, Gujarati Entrepreneur and Contribution to India and World Economy. 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 election, Project Feasibility Study, Business Plan Preparation.	11	25 %
3	<b>Business Finance:</b> 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	11	25 %
4	<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	25 %
Total		42	100%

**Reference Books:**

No.	Author	Name of the Book	Publisher	Year of Publication /Edition
1	Ritesh H Amrasela, Chetan R Patel, H K Meman	Entrepreneurship(text & Cases)	HPH	Latest
2	Robert D. Hisrich, Michael P Peters and Dean A Shepherd	Entrepreneurship	McGraw-Hill	Latest
3	Arun Sahay & V.Sharma	Entrepreneurship and New Venture Creation	Excel Books	Latest



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4	Poornima M. Charantimath	Entrepreneurship Development Small Business Enterprises	Pearson	Latest
5	P. C. Jain	Hand book for New entrepreneurs	Oxford University Press	Latest

## Suggested Specification table with Marks (Theory): (For BVOC only)

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
15	15	20	0	0	0

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

## Course Outcomes:

Sr. No.	CO Statement	Marks % Weightage
CO-1	Acquire entrepreneurial skill to enhance business performance and sustainable competitive advantage for the corporate.	25%
CO-2	Make good decisions and realistic action plans about entrepreneurship	25%
CO-3	Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	25%
CO-4	Leadership and Teamwork (LT), Communication and Development of Skills.	25%