

GUJARAT TECHNOLOGICAL UNIVERSITY

SUBJECT: ENTREPRENEURSHIP

SUBJECT CODE: 2184101

B.E. 8th Semester

Type of course: Under Graduate

Prerequisite: NA

Rationale: - Students will develop skills for evaluating, articulating, refining, and pitching a new product or service offering, either as a start-up business or a new initiative within an existing firm. This course is appropriate for all students interested in innovation and design as necessary components of new businesses today. The aims to acquaint the students with challenges of starting new ventures and enable them to investigate, understand and internalize the process of setting up a business.

Teaching and Examination Scheme:

Teaching Scheme			Credits C	Examination						Total Marks
L	T	P		Theory Marks			Practical Marks			
			ESE (E)	PA (M)		PA (V)		PA (I)		
				PA	ALA	ESE	OEP			
3	2	0	5	70	20	10	30	0	20	150

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

Content:

Sr. No.	Topics	Teaching Hrs.	Module Weightage
1	ENTREPRENEURSHIP: Entrepreneur – Types of Entrepreneurs, Difference between Entrepreneur and Intrapreneur Entrepreneurship in Economic Growth, Factors Affecting Entrepreneurial Growth.	07	15%
2	MOTIVATION: - Major Motives Influencing an Entrepreneur Achievement Motivation Training, Self-Rating, Business Games, Thematic Apperception Test – Stress Management, Entrepreneurship	08	25%
3	BUSINESS:- Small Enterprises Definition, Classification Characteristics, Ownership Structures – Project Formulation Steps involved in setting up a Business – identifying, selecting a Good Business opportunity, Market Survey and Research, Techno Economic Feasibility Assessment – Preparation of Preliminary Project Reports – Project Appraisal – Sources of Information – Classification of Needs and Agencies.	09	24%

4	FINANCING AND ACCOUNTING :- Need – Sources of Finance, Term Loans, Capital Structure, Financial Institution, Management of working Capital, Costing, Break Even Analysis, Taxation – Income Tax, Excise Duty – Sales Tax.	09	20%
5	SUPPORT TO ENTREPRENEURS: - Sickness in small Business – Concept, Magnitude, Causes and Consequences, Corrective Measures - Business Incubators – Government Policy for Small Scale Enterprises – Growth Strategies in small industry – Expansion, Diversification, Joint Venture, Merger and Sub Contracting.	09	16%

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
30%	30%	30%	10%	0	0

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

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Reference Books:

1. Donald F Kuratko, “Entrepreneurship – Theory, Process and Practice”, 9 Edition, Cengage Learning, 2014.
2. Khanka. S.S., “Entrepreneurial Development” S.Chand & Co. Ltd., Ram Nagar, New Delhi, 2013..
3. JohHisrich R D, Peters M P, “Entrepreneurship” 8 Edition, Tata McGraw-Hill, 2013.
4. MoMathew J Manimala, "Entrepreneurship theory at cross roads: paradigms and praxis" 2 Edition Dream tech, 2005

Course Outcomes:

Upon completion of the course, students will be able to gain knowledge and skills needed to run a business successfully.

List of Tutorials:

As per the topics of theory class.

Active Learning Assignments: Preparation of power-point slides, which include videos, animations, pictures, graphics for better understanding theory and practical work – The faculty will allocate chapters/ parts of chapters to groups of students so that the entire syllabus to be covered. The power-point slides should be put up on the web-site of the College/ Institute, along with the names of the students of the group, the name of the faculty, Department and College on the first slide. The best three works should submit to GTU.