



GUJARAT TECHNOLOGICAL UNIVERSITY

Programme: Master of Business Administration

Semester: 3

Branch: International Business

Subject Name: Entrepreneurship and Innovation Management

Subject Code: 2539302

Rationale:

Entrepreneurship and Innovation Management is a critical subject in the MBA program for International Business students. It nurtures an entrepreneurial mindset, enhances competitive advantage, cultivates leadership skills, prepares for international business expansion, and promotes an ecosystem of innovation. By fostering creative thinking, proactive problem-solving and strategic decision-making, this subject equips students to thrive in a dynamic global business environment. It enables them to identify opportunities, develop innovative strategies, and navigate the complexities of international markets. Furthermore, it emphasizes the importance of collaboration, networking, and partnerships for fostering innovation and driving growth. Overall, Entrepreneurship and Innovation Management is essential for equipping MBA students with the knowledge, skills, and mindset needed for success in the ever-changing business landscape.

Course Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory		Practical		
			ESE (E)	PA(M)	ESE (V)	PA (I)		
4	0	0	4	70	30	0	50	150

Course Outcomes:

Sr. No.	Course Outcomes
CO1	To remember the concept of entrepreneurship and the innovation management.
CO2	To understand the entrepreneurship and innovation management important to start business and become entrepreneurship.
CO3	To Apply the knowledge of the entrepreneurial development process, including identifying opportunities and effectively planning and managing resources to generate business ideas.
CO4	To Analyze the role of government support in entrepreneurship development.

Course Content:

Unit No.	Content	No. of Hours	Marks
1	Entrepreneurship: <ul style="list-style-type: none"> ➤ Entrepreneur – Definitions, Concept, Entrepreneurial traits, Characteristics, Classification of Entrepreneurs ➤ Nature and Importance of Entrepreneurs ➤ Concept of Entrepreneurship and Intrapreneurship ➤ Meaning of Start-up and stat-up ecosystem in India ➤ Entrepreneurial Culture, Phases of Development of Entrepreneurship and Barriers to Entrepreneurship. ➤ Concept & definition of SME & MSME in India 	08	20
2	Innovation Management: <ul style="list-style-type: none"> ➤ Innovation Management: Concept, Scope, Characteristics, Systems Approach, Evolution of Innovation Management, Significance, Effective 	12	30



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	<p>Innovation Management, Performance Evaluations.</p> <ul style="list-style-type: none"> ➤ Strategizing Innovation : Innovation as a strategy component, developing innovation strategy, innovation strategies, Market standing and Environment based strategies & principles of strategizing innovation 		
3	<p>Entrepreneurial Development Process:</p> <ul style="list-style-type: none"> ➤ Identification of opportunities, planning and management of resources. Challenges in entrepreneurial development ➤ Creating business ideas- sources of ideas, methods of idea generation ➤ Forms of business organizations (Sole Proprietorship, Partnership, HUF, Private limited, Public limited, LLP). ➤ Legal considerations in the formation of new business. Potential lenders and investors Government policies, incentives, subsidies Drafting a business plan 	12	30
4	<p>Business Plan</p> <ul style="list-style-type: none"> ➤ Introduction, Entrepreneurial opportunities and business plan, what is business plan? When and for whom is a business plan necessary? Business plan drivers, Basic of a Business plan, pitching a business plan, reasons for failure of business plans. <p>Government Support for Entrepreneurship:</p> <ul style="list-style-type: none"> ➤ 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 	08	20
			40/70

Suggested Specification Table For Question Paper Design:

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom’s Taxonomy Level*)						Total Marks
			RM	UN	AP	AN	EL	CR	
I	Module-1	8	7	7	0	0	0	0	14
II	Module-2	12	4	4	13	0	0	0	21
III	Module-3	12	0	2	7	12	0	0	21
IV	Module-4	8	0	7	7	0	0	0	14
	Total	40	11	20	27	12	0	0	70

***RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create**

Note: This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

Suggested Student Activities for Progressive Assessment (PA): (50 Marks)

Evaluation:

Students shall be evaluated on the following components:



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Internal Evaluation	(Internal Assessment-50 Marks)
<ul style="list-style-type: none"> • Practical: The student can perform one of the following or combination according to the instruction of the faculty in charge: • Prepare a feasibility report/business plan and make presentation in the class • Prepare an assignment on at least three leading entrepreneurs • Visit a franchisee and prepare a report and/or make presentation in the class 	30 marks
<ul style="list-style-type: none"> • Class Presence & Participation 	10 marks
<ul style="list-style-type: none"> • Quiz & Assignments 	10 marks

Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	The Dynamics of Entrepreneurial Development and Management	Vasant Desai	Himalaya Publishing House
2	Innovation Management	C. S. G. Krishnamacharyalu & Dr.R.Lalitha	Himalaya Publishing House
3	Poornima M. Charantimath	Entrepreneurship Development and Small Business Enterprises	Pearson
4	P. C. Jain	Hand book for New entrepreneurs	Oxford University Press
5	Arya Kumar	Entrepreneurship: Creating and Leading an Entrepreneurial Organization	Pearson
6	Entrepreneurship	R.V. Badi & N.V. Badi	Vrunda publisher
7	Entrepreneurship Development	Dipesh D	Himalaya Publishing House
8	Entrepreneurship	Dr. Achut. P.Pednekar	Himalaya Publishing House
9	Donald F Kuratko and T V Rao	Entrepreneurship – A SouthAsian Perspective	Cengage Learning
10	Robert D. Hisrich, Michael P Peters and Dean A Shepherd	Entrepreneurship	McGraw-Hill

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
4. The journal of Enterprenuership and Innovation in Emerging Economies by SAGE Publisher, journals.sagepub.com/home/eie.
5. International Journal of Enterprenuership and Small Business by inderscience Publishers, www.inderscience.com/ijesb
6. Vikalp Prabandhan