GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Global Program)

Year – II (Semester – III) (W.E.F. January 2014)

Specialization: Entrepreneurship and Family Business

Subject Name: Creating and Leading an Entrepreneurial Organization

Subject Code: 2831002

1. Course Objectives:
The subject is about creating, managing and leading an Entrepreneurial Organization. It would help in inculcating an entrepreneurial mindset, developing entrepreneurial skills and equipping the students with basic knowledge and skills for launching and managing the growth of a venture.

2. Course Duration:
The total hours for teaching this course will be 45 hours, which will be divided into 36 sessions of 75 minutes duration each.

3. Course Contents:

Module No	Contents	Sessions
1	**Creativity and Innovation**: Creativity, Exercises on Creativity, Source of New Idea, Ideas into Opportunities. Creative problem solving: Heuristics, Brainstorming, Value Analysis **Idea to Opportunity.** **Innovation and Entrepreneurship**: Profits and Innovation, Globalization, Modules of Innovation, Sources and Transfer of Innovation, Why Innovate, What Innovation, How to Innovate, Who Innovates.	7
2	**Entrepreneurship and Intellectual Property Rights** **Venture Team and Organizational plan, Financial Plan, Launching Venture**	7
3	**Informal risk capital and venture capital**: Informal risk capital market, venture capital, nature and overview, venture capital process, locating venture capitalists, approaching venture capitalists.	7

4	**Managing growth:** Using external parties to help grow a business, franchising, advantages and limitations, investing in a franchise, joint ventures- types, Acquisitions and mergers **Start-up to going Public**	7
5	**Practical Module** Presentations and Live Projects	8

4. Teaching Method:
(a) Lectures, simulations exercises like managerial games, role play, etc.
(b) Experience sharing with entrepreneurs by visiting industry, guest talks and live projects.
(c) Project Assignment/Quiz/Class Participation, etc.

5. Evaluation:

A	CEC- Projects/ Assignments/ Quizzes/ Individual or group Presentation/ Class participation/ Case studies etc	50 marks (Internal Assessment)
B	Mid-Semester examination	Weightage 30% (Internal Assessment)
C	End –Semester Examination	Weightage 70% (External Assessment)

6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	Arya Kumar	Entrepreneurship: Creating and Leading an Entrepreneurial Organization	Pearson Education	Latest
T2			Pearson Education	Latest
T3			The McGraw-Hill	Latest

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. Reference Books:

1. Dr. Mathew J. Manimala, Entrepreneurship theory at crossroads, Biztantra, 2007
2. Vasant Desai, Entrepreneurial Development and Management, Himalaya Publishing House, 2007
3. MaddhurimaLall, ShikhaSahai, Entrepreneurship, Excel Books, 2006
4. Kurakto, Entrepreneurship-Principles and practices, 7th Edition, 2007, Thomson publication
Reference www.vtu.ac.in

5. Other Reference Books as cited in another subject under the same specialization as well as New Enterprise & Innovation Management.

8. **List of Journals/Periodicals/Magazines/Newspapers, etc.**

- Business Standard, The Economic Times, Financial Express, Business Magazines like Business Today, the Journal of Entrepreneurship, Entrepreneurship and Regional Development, Journal of Business Venturing, Small Enterprise Development, Entrepreneurship Theory and Practice .

9. Session Plan:

Module	Sessions	Topics to be covered
1	1-2	**Creativity and Innovation**: Creativity, Exercises on Creativity, Source of New Idea, Ideas into Opportunities.
	3	**Creative problem solving:** Heuristics, Brainstorming, Value Analysis **Idea to Opportunity**
	4	**Innovation and Entrepreneurship**: Profits and Innovation, Globalization
	5-6	Modules of Innovation, Sources and Transfer of Innovation,
	7	Why Innovate, What Innovation, How to Innovate, Who Innovates.
2	8	**Entrepreneurship**
	9- 10	**Intellectual Property Rights**
	11-12	**Venture Team and Organizational plan,**
	13-14	**Financial Plan, Launching Venture**
3	15	Informal risk capital market
	16-17	Venture capital, nature and overview

	18-19	Venture capital process
	20	Locating venture capitalists
	21	Approaching venture capitalists
4	22	**Managing growth:** Using external parties to help grow a business
	23-24	Franchising, advantages and limitations
	25-26	Investing in a franchise, joint ventures- types
	27-28	Acquisitions and mergers **-Start-up to going Public**
5	29-36	**Module V – Practical Exercises, Presentations and Live Projects.** The faculty shall guide students on Live Projects and presentation on the related topics of study. Case Study discussion on Contemporary topics of the subjects can also be conducted. And / Or - Preparation of a study report on innovative business practices . - Preparation of an assignment on at Venture Capitalist / Venture Capital Processes