

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Part-Time)

Year – 1 (Semester – II) (W.E.F. Academic Year 2017-18)

Subject Name: Entrepreneurship

Subject Code: 3529906

Subject Credits: 3

Total Marks: 150

1. Course Objective:

- The prime motive of the course is to expose, excite and elevate the motivation of the students to the field of entrepreneurship.
- To create entrepreneurial managers for corporates to enhance business performance and create sustainable competitive advantage for the corporate.
- To provide conceptual theoretical frameworks and tools, to enable students to make good decisions and realistic action plans about entrepreneurship.

2. Course Duration: The course duration is of **36 sessions of 75 minutes** each.

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	Entrepreneurship: Concepts, Importance; Characteristics of a Successful Entrepreneur, Problems faced by Entrepreneurs, Myths and Mindset, Theories & Types of Entrepreneur, Creativity, Innovation and Entrepreneurship, Gujarati Entrepreneur and Contribution to India and World Economy	06	07
II	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 Selection, Project Feasibility Study, Business Plan Preparation, Preparation of a Project Profile), Decide on the Constitution, Registration, Clearances from specific Departments, Arrange for Land, Arrange for Plant & Machinery, Arrange for Infrastructure, Prepare Project Report, Apply & Obtain Finance, Implement the Project & Obtain Final Clearances	10	21
III	Understanding of Ecosystem & MSME: Introduction, Central – level Institutions, State –level Institutions, Other Institutions, Process of raising finance from Bank and Other Institutes	10	21

	Micro, Small, and Medium Enterprises (MSME): Concept, Role and Definitions of MSME, Growth & Development of MSME in India and Gujarat, Current Schemes for MSME of Gujarat, Problems facing the MSME Sector		
IV	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: Women and Minority Entrepreneurship, other institutions supporting Business Enterprise: NABARD, TCOs, SIDBI Ease of Doing Business (EoDB) – Overview, Ranking, Determinants of EoDB	10	21
V	PRACTICAL: <ul style="list-style-type: none"> • Prepare a business plan of a venture of your choice. • Read the profile of successful Indian Entrepreneurs and discuss in classroom. • Students may study last five years data on different parameters of Ease of Doing Business • Try to have meeting with any women entrepreneur to know the challenges faced by her • Identify key traits to be an entrepreneur 		(50 Marks of CEC Internal Evaluation)

4. Case Studies:

The pedagogical materials used in the course will familiarize student with the many dimensions of the venture creation process. The readings provide ideas and suggest ways of thinking about entrepreneurial challenges. Case discussions and assignments build the intuition for how entrepreneurs go about launching new markets and organizations, and what pitfalls they ought to watch out for.

Sr. No.	Title of Case Study
1	R & R case study, Bob Reiss, HBS case study (1989)
2	EasyJet: The 'Easy' Way to Succeed, Nirmalya Kumar and Brian Rogers (2000), The Case Centre
3	Business Plan: Crystal Water Solutions
4	MyZus Infotech Ltd.: Pursuit of an Idea, Prof. Biju Varkkey and Ajay Pandey (2003), CIIE, IIM Ahmedabad

5. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Lectures and Discussions.
- (b) Assignments and Presentations.
- (c) Case Studies.

6. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Continuous Evaluation Component comprising of Practical activities related to entrepreneurship	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

7. Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Poornima M. Charantimath	Entrepreneurship Development Small Business Enterprises	Pearson	Second Edition
2	Donald F Kuratko and T V Rao	Entrepreneurship – A South-Asian Perspective	Cengage Learning	2016
3	Rajeev Roy	Entrepreneurship	Oxford	Latest Edition

8. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
4	Michael Schaper, Thierry Volery, Paull Weber and Kate Lewis	Entrepreneurship and Small Business	Wiley	3 rd Asia-Pacific Edition
5	Alpana Trahan	Entrepreneurship	Dreamtech Press	Latest Edition
6	Dr. Achut P.Pednekar	Entrepreneurship	Himalaya Publishing House	Latest Edition
7	Robert J Adams Jr. and Stephen Spinelli Jr.	New Venture Creation : Entrepreneurship for the 21st Century	Tata McGraw Hill	Latest Edition

9. Session Plan: (36 Sessions of 75 Minutes)

Session No.	Topics to be covered
1-2	Entrepreneurship: Concepts, Importance; Characteristics of a Successful Entrepreneur
3-4	Problems faced by Entrepreneurs, Myths and Mindset, Theories & Types of Entrepreneur

5-6	Creativity, Innovation and Entrepreneurship, Gujarati Entrepreneur and Contribution to India and World Economy
7-9	Setting Up A Small Business Enterprise- Identifying The Business Opportunity; Growth of a Business Idea; Business Opportunities In Various Sectors within Gujarat – Sector to watch for 2020; Environment Pollution Related Clearances
10-13	Formalities For Setting Up of A Small Business Enterprise – Selection of a Project (Product/ Service Selection, Location Selection, Project Feasibility Study, Business Plan Preparation, Preparation of a Project Profile), Decide on the Constitution, Registration
14-16	Clearances from specific Departments, Arrange for Land, Arrange for Plant & Machinery, Arrange for Infrastructure, Prepare Project Report, Apply & Obtain Finance, Implement the Project & Obtain Final Clearances
17-18	Institutions Supporting Business Enterprises: Introduction, Central – level Institutions, State –level Institutions, Other Institutions, Process of raising finance from Bank and Other Institutes
19-20	Micro, Small, and Medium Enterprises (MSME): Role and Importance, Concepts and Definitions, The MSMED Act 2006, Growth & Development of MSME in India and Gujarat, Current Schemes for MSME of Gujarat, Problems facing the MSME Sector, Role of Clusters in Promoting MSME
21-26	Business Turnaround Strategies: Specific Management Problems, Definition of Sickness, Industrial Sickness in India, Symptoms of Industrial Sickness, Rehabilitation of Sick Units
27-31	Government of India / State Government Schemes: Initiatives for Startup India, Stand up India and Skill India, Government of Gujarat schemes for promoting MSME and Startup, Startup ecosystem and startup support at Gujarat, Stand-up India: Women and Minority Entrepreneurship
32-33	Ease of Doing Business (EoDB) – Overview, Ranking, Determinants of EoDB
34-36	Legal Compliances in doing Business in India – Tax related Issues in doing business in India, Corporate Tax, Profession Tax, Import – Export Code (IE Code), Registering for a business number and Introduction to Goods & Services Tax (GST)
