



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Vocation

Level: Under Graduate

Branch: Entrepreneurship Development

Course / Subject Code : BV02006061

Course / Subject Name : Entrepreneur

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Core Course

Prerequisite:	Desire to learn
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Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
01	To learn and practice the basics of entrepreneur
02	To learn and understand the business journey and challenges
03	To understand the purpose of enterprise
04	To learn and for brand creation and promotion

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
0	0	12	6	0	0	100	100	200

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Entrepreneur's Journey: Understanding Background of the entrepreneur and the enterprise, Starting phase of the enterprise, the pain and process of starting the business, the journey till now, current position and challenges.	50	25
2.	The Core of the Enterprise: Understanding Core Purpose, Core Value and the journey of development of the core.	50	20



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3.	The Vision & Mission: Understanding the Vision and Mission of the enterprise and Vision & Mission Statement with vivid description of the vision	50	30
4.	The BHAG and Brand Promise: Understanding the BHAG and Brand Promise of the enterprise, how they work on strategies to achieve the BHAG and the efforts and processes to fulfil the Brand Promise of the Enterprise.	50	25
Total		200	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
15	30	10	5	-	-

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

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