

# GUJARAT TECHNOLOGICAL UNIVERSITY

M.Pharm

Industrial Pharmacy (21)

SEMESTER: II

**Subject Name:** ENTREPRENEURSHIP MANAGEMENT

**Subject Code:** MIP204T

**Scope:** This course is designed to impart knowledge and skills necessary to train the students on entrepreneurship management.

**Objectives:** Upon completion of the course student shall be able to understand

1. The Role of enterprise in national and global economy
2. Dynamics of motivation and concepts of entrepreneurship
3. Demands and challenges of Growth Strategies And Networking

Sr.	Topic	Hr
1.	Conceptual Frame Work: Concept need and process in entrepreneurship development. Role of enterprise in national and global economy. Types of enterprise – Merits and Demerits. Government policies and schemes for enterprise development. Institutional support in enterprise development and management	12
2.	Entrepreneur: Entrepreneurial motivation – dynamics of motivation. Entrepreneurial competency –Concepts. Developing Entrepreneurial competencies - requirements and understanding the process of entrepreneurship development, self-awareness, interpersonal skills, creativity, assertiveness, achievement, factors affecting entrepreneur role	12
3.	Launching And Organising An Enterprise: Environment scanning – Information, sources, schemes of assistance, problems. Enterprise selection, market assessment, enterprise feasibility study, SWOT Analysis. Resource mobilisation finance, technology, raw material, site and manpower. Costing and marketing management and quality control. Feedback, monitoring and evaluation	12
4.	Growth Strategies And Networking: Performance appraisal and assessment. Profitability and control measures, demands and challenges. Need for diversification. Future Growth – Techniques of expansion and diversification, vision strategies. Concept and dynamics. Methods, Joint venture, co-ordination and feasibility study	12
5.	Preparing Project Proposal To Start On New Enterprise Project work – Feasibility report; Planning, resource mobilisation and implementation	12

## REFERENCES:

1. Akhauri, M.M.P.(1990): Entrepreneurship for Women in India, NIESBUD, NewDelhi.
2. Hisrich, R.D &Brush, C.G.(1996) The Women Entrepreneurs, D.C.Health &Co.,Toronto.
3. Hisrich, R.D. and Peters, M.P. (1995): Entrepreneurship – Starting, Developing and Managing a New Enterprise, Richard D.,Inwin,INC, USA.
4. Meredith,G.G.etal(1982): Practice of Entrepreneurship, ILO,Geneva.
5. Patel, V.C. (1987): Women Entrepreneurship – Developing New Entrepreneurs, Ahmedabad EDII.