



GUJARAT TECHNOLOGICAL UNIVERSITY
Programme: Bachelor of Business Administration
Semester: 6
Subject Name: Entrepreneurship
Subject Code: 1560104

Rationale:

This course aims at establishing entrepreneurial skills in the students by giving a synopsis of entrepreneurship and the know-hows that are needed to become an entrepreneur. Entrepreneurship course is intended to provide students with a compact substance in terms of the vital role played by entrepreneurs and entrepreneurship in the 21st century global economy. To enable students to explore, lift-off entrepreneurial ventures in their own areas of interest.

Course Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory		Practical		
			ESE (E)	PA(M)	ESE (V)	PA (I)		
3	0	0	3	70	30	0	50	150

Course Outcomes:

Sr. No.	Course Outcomes
CO1	Understand the process nature of entrepreneurship, and ways to manage the process
CO2	Know how to create one's own business venture and the various factors that influence successful set-up and sustainable operations.
CO3	To analyses the entrepreneurial abilities
CO4	To evaluate feasible business plan for real time problem.

Course Content:

Unit No.	Content	No. of Hours	Marks
1	Basics of Entrepreneurship and Entrepreneurship development Introduction, Evolution, Type of Entrepreneurs, Entrepreneurial competencies Entrepreneurial environment, Business climate in India, Models of Entrepreneurial development and Motivation, Entrepreneurship training	10	14
2	Family Business and MSME Roles & Importance, Contributions, Stages of the Family business Various types of Family businesses, Family Business Models, Challenges faced by Family business Role & Importance of MSME, organizational set-up, Government Policy and Schemes, Role of Clusters in promoting MSME	10	14
3	Identification of Business Opportunities and Business Plans Introduction and Mobility of Entrepreneurs, Business opportunities, Models for Opportunity evaluation Purpose and Contents of Business plan, Presenting Business Plan and drafting BMC, Why Business Plan fail, Procedure for setting up an Enterprise	13	21
4	Project Management & Institutions supporting Enterprises	12	21



GUJARAT TECHNOLOGICAL UNIVERSITY
Programme: Bachelor of Business Administration
Semester: 6
Subject Name: Entrepreneurship
Subject Code: 1560104

	Introduction and Project Manager, Project Life Cycle and Scheduling, Project Management software, Overall Project Analysis-DPR Central level, MSME, State level and other institutions supporting enterprises, Startup India		
	Skill Development Activities / CEC 1. Prepare a brief case study based on any successful local entrepreneur by analyzing the failures and success factors. (Interview an Entrepreneur) 2. List out and analyze the profiles of any three new age Entrepreneurs. (research and observe the communication style of an entrepreneur) 3. Select any business ideas by drafting a business plan and carefully evaluate the possible business opportunities. 4. Case Study on Entrepreneurship	-	30 Marks CEC
	Total Hours/Marks	45	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*)						
			RM	UN	AP	AN	EL	CR	Total Marks
I	Module-1	10	7	7	0	0	0	0	14
II	Module-2	10	7	7	0	0	0	0	14
III	Module-3	13	0	7	7	7	0	0	21
IV	Module-4	12	0	7	7	0	7	0	21
	Total	45	14	28	14	7	7	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:

Internal Evaluation	(Internal Assessment- 50 Marks)
• Business Plan Presentation	20
• Interview of Entrepreneur	10
• Assignments/Quiz	10
• Attendance and class participation	10



GUJARAT TECHNOLOGICAL UNIVERSITY
Programme: Bachelor of Business Administration
Semester: 6
Subject Name: Entrepreneurship
Subject Code: 1560104

Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Entrepreneurship Development & Small Business Enterprises	Poornima M. Charantimath	Pearson Publishing 2019, 3 rd Edition,
2	Entrepreneurship	Hisrich, Robert D Manimala, Mathew J Peters, Michael P Shepherd, Dean A	Tata McGraw Hill 11 th Edition, ISBN: 9781259001635
3	Entrepreneurship – A South-Asian Perspective	Donald F Kuratko and T V Rao	Cengage Learning
4	Entrepreneurship and New Venture Creation	Arun Sahay & V. Sharma	Excel Books
5	New Venture Creation : Entrepreneurship for the 21st Century	Robert J Adams Jr. and Stephen Spinelli Jr.	Tata McGraw Hill
6	Innovation and Entrepreneurship: Practice and Principles	Drucker, P. F.	Harper & Row
7	Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers	Osterwalder, A., & Pigneur, Y	Wiley, 1 st edition
8	Entrepreneurship	Sarjue Pandiota	Lexicon Publishing House

List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. International Journal of Entrepreneurship and Small Business by inderscience
2. Harvard Business Review
3. AMC Indian Journal of Entrepreneurship
4. EDII- Journal of Entrepreneurship
5. Vikalpa, The Journal of decision Makers by IIM-A
6. The Journal Of Entrepreneurship by SAGE Publisher
7. Business India / Business Today / Business World, University News.
8. <https://www.entrepreneur.com/magazine>, <https://www.inc.com/>,
<https://www.forbes.com/advisor/business/how-become-entrepreneur/>,
<https://yourstory.com/>, <https://www.startupindia.gov.in/>, <https://www.msde.gov.in/>