

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTERS IN TECHNOLOGICAL MANAGEMENT-MTM DUAL DEGREE PROGRAMME

Semester – VII (W.e.f. July 2014)

Subject Code: 4270101

SUBJECT: ENTREPRENEURSHIP

1. Course Objectives:

Entrepreneurship is increasingly recognized as an important generator of economic development and innovation. As many firms respond to the growing competitive pressure by reducing their workforce or relocating their businesses, the Gujarat State and the country need new, innovative and growth orientated enterprises that are able to withstand the competitive pressures and create new jobs. Moreover, it has been estimated that every third entrepreneur will retire within the next ten years and the number of successors is low. Therefore, young people with entrepreneurial skills which have the intention to take over or found businesses are needed. To reach this goal, strategic measures are needed that increase the entrepreneurial intention (i.e. the number of people considering self-employment as an occupational option) of young people.

2. Course Duration: The course duration is of 40 sessions of 75 minutes each, i.e. 50 hours.

3. Course Contents:

Module No:	Module Contents	No. of Sessions	Marks (70 External Exam)
I	Aspects of Entrepreneurship Role of Entrepreneurships in national and state development. Entrepreneurships School of Thought, Definitions of Entrepreneurships, Classification of Entrepreneurs, Functions of Entrepreneurs, Characteristics of Entrepreneurs, Pharmaceutical Entrepreneurs, Competencies of Entrepreneurs	10	15
II	Motivation and Entrepreneurships: Concept of Motivation, Entrepreneurial Motivation and its use, Self Motivation Types of Enterprises , Model of Entrepreneurships	6	10
III	Preparation of Business Plan Generation of Project Ideas, Feasibility studies	10	20

	(Technical, Commercial and Marketing) Preparation of Business Plan and Preparation of Project Report, Purpose and process of Preparation of Project Report, guidelines for project preparation		
IV	Sources of Finance of Enterprises Schemes of Financing of Enterprises Promoting and Financing Institutes Overview of Venture Capital and Role of Gujarat Venture Capital Fund	10	15
V	Case studies / Stories of Successful Entrepreneurships in India and Gujarat. (Referring to “Connecting Dots” by Rashmi Bansal)	-	10 Marks (Internal Marks - CEC)

4. Teaching Methods:

The course will use the following pedagogical tools:

- Lectures
- Role plays
- Case discussion.
- Projects/ Assignments/ Quizzes/ Class participation etc

5. Evaluation:

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

A	Projects/ Assignments/ Quizzes/ Class participation	Weightage 20% (Internal Assessment- 20 Marks)
B	Two Internal Examinations	Weightage 10 % (Internal Assessment-10 Marks)
C	End –Semester Examination	Weightage 70% University External Exam 70 Marks

6. Session Plan:

Module No:	Module Contents	Session No.
I	Aspects of Entrepreneurship, Role of Entrepreneurships in national and state development.	1-3
	Entrepreneurships School of Thought, Definitions of Entrepreneurships	4-5
	Classification of Entrepreneurs, Characteristics of Entrepreneurs	6-7

	Functions of Entrepreneurs, Competencies of Entrepreneurs	8-10
II	Motivation and Entrepreneurships: Concept of Motivation,	11-12
	Entrepreneurial Motivation and its use, Self Motivation	13-14
	Types of Enterprises , Model of Entrepreneurships	15-16
	Pharmaceutical Entrepreneurs including Pharmaceutical manufacturing, marketing, consultancy, clinical trial etc.	17-19
III	Preparation of Business Plan Generation of Project Ideas, Feasibility studies (Technical, Commercial and Marketing)	20-22
	Preparation of Business Plan Preparation of Business Plan and Preparation of Project Report, Purpose and process of Preparation of Project Report, guidelines for project preparation	23-27
IV	Sources of Finance of Enterprises	28-29
	Schemes of Financing of Enterprises	30-31
	Promoting and Financing Institutes	32-33
	Overview of Venture Capital and Role of Gujarat Venture Capital Fund	34-36
V	Case studies / Stories of Successful Entrepreneurships in India and Gujarat. (Referring to “Connecting Dots” by Rashmi Bansal)	

7.Reference Books:

Essential Reading

Name of the Book	Author	Publication	Edition
Entrepreneurship Development	B.L.Gupta Anil Kumar	Mahamaya Publishing House, New Delhi	Latest
Entrepreneurship Development	Mukesh Gupta	Raj Publishing House Jaipur	Latest