

GUJARAT TECHNOLOGICAL UNIVERSITY

PLASTIC TECHNOLOGY (23)

ENTREPRENEURSHIP AND CREATIVITY IN PLASTIC ENGINEERING

SUBJECT CODE: 2142303

B.E. 4th SEMESTER

Type of Course: Core

Prerequisite: NA

Rationale: NA

Teaching and Examination Scheme:

Teaching Scheme			Credits C	Examination Marks						Total Marks
L	T	P		Theory Marks			Practical Marks			
				ESE (E)	PA (M)		ESE (V)		PA (I)	
				PA	ALA	ESE	OEP			
3	0	2	5	70	20	10	20	10	20	150

Content:

Sr. No.	Topics	Teaching Hrs.	Module Weightage
1	Introduction : The Nature and Importance of Entrepreneurs , The Entrepreneurial Development Perspective ; Understanding Entrepreneurship, Concepts of Entrepreneurship Development ; Evolution of the concept of Entrepreneur, Family Business	7	10
2	Comparisons : Entrepreneur Vs. Intrapreneur, The Entrepreneurial and Intrapreneurial mind, Managerial v/s. Entrepreneurial Decision Making, Corporate v/s. Intrapreneurial culture	5	8
3	Attributes and Characteristics of a successful Entrepreneur , Male v/s. Female Entrepreneurs, Grooming of a Entrepreneur for family businesses.	5	10
4	Role of Entrepreneur in Indian economy and developing economies with reference to Self-Employment Development	5	7
5	International Entrepreneurship Opportunities: Nature , Importance , Export /Import Trade , Legal Formalities , Registrations.	7	10
6	Creating Entrepreneurial Venture 1. Business Planning Process 2. Environmental Analysis - Search and Scanning 3. Identifying problems and opportunities 4. Defining Business Idea 5. Basic Government Procedures to be complied	10	20
7	Project Management 1. Technical, Financial, Marketing, Personnel and Management Feasibility 2. Estimating and Financing funds requirement – Schemes offered by various commercial banks and financial institutions like IDBI, ICICI, SIDBI, SFCs 3. Venture Capital Funding 4 Entrepreneurship Development and Government 1. Role of Central Government and State Government	6	20

	<p>in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants - Export Oriented Units - Fiscal and Tax concessions available</p> <p>2. Role of following agencies in the Entrepreneurship Development - District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB)</p> <p>Pneumatics in Plastic Industry : Applications, types of valves, principles and comparison with hydraulic systems</p>		
8	<p>CREATIVITY AND ENTREPRENEURSHIP</p> <p>A. Awakening Creativity : To examine the concept of creativity , to elaborate the diverse creative processes, and to demonstrate creative behaviours.</p> <p>B. Channeling creativity through design : to examine the concept of design, to elaborate how design channels creativity , and to demonstrate the process of designing.</p> <p>C. The Entrepreneur within : To learn the traits associated with Entrepreneurs , to assess how each person relates to these characteristics , and to plot variations that can foster entrepreneurial potential.</p> <p>D. Entrepreneurial Opportunity : To examine how context frames opportunity , to understand how one can relate to these contextual variations, and to demonstrate adaptive skills.</p> <p>E. The Entrepreneurial Challenge : To develop E - teams that will define a long term project and create a plan of action.</p>	9	15

Suggested Specification table with Marks (Theory):

Distribution of Theory Marks				
R Level	U Level	A Level	N Level	E Level
10	15	20	10	15

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate and above Levels (Revised Bloom's Taxonomy)

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Reference Books:

1. ENTREPRENEURSHIP BY Robert D . Hisrich , Micheal P.Peters and Dean A. Shepherd., Tata Mcgrawhill Publishing Co.Ltd; New Delhi
2. Entrepreneurship by Rajeev Roy., 2nd Edition, Oxford University Press
3. " NEW VENTURE CREATION – Entrepreneurship for the 21st century " by Jeffrey A. Timmons and Stephen Spinelli [2007] , 2nd Edition, Boston, MA:Mcgraw Hill /Irwin
4. Getting Started as a Entrepreneur : A guide for Students" ..National Collegiate Inventors and Innovation Alliance[2002] , Hadley, MA :NCIIA
5. "Creativity Inc. Building an Inventive Organisation: , Jeff Mauzy and Richard Harriman , Boston, M.A. Harvard Business School, ISBN NO. 1-57851-207-7

Course Outcomes:

After successful completion of the course students should be able to:

1. Understand the businesses
2. Work on Projects and design businesses for themselves
3. Know the legalities of trade

List of Practicals:

1. Tutorials on case studies for Corporates
2. Study on small and medium size businesses
3. Design of a new venture

Design based Problems (DP)/Open Ended Problem:

1. To send students to actual industry to study and recommend changes for higher profits
2. To give them actual case studies and help them evaluate the shortfalls

ACTIVE LEARNING ASSIGNMENTS: Preparation of power-point slides, which include videos, animations, pictures, graphics for better understanding theory and practical work – The faculty will allocate chapters/ parts of chapters to groups of students so that the entire syllabus to be covered. The power-point slides should be put up on the web-site of the College/ Institute, along with the names of the students of the group, the name of the faculty, Department and College on the first slide. The best three works should submit to GTU.