

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION

Year – 1 (Semester – II) (W.E.F. Academic Year 2017-18)

Subject Name: Entrepreneurship

Subject Code: 3529208

Subject Credits: 3

Total Marks: 150

### 1. Course Objective:

- The prime motive of the course is to expose, excite and elevate the motivation of the students to the field of entrepreneurship.
- To create entrepreneurial managers for corporates to enhance business performance and create sustainable competitive advantage for the corporate.
- To provide conceptual theoretical frameworks and tools, to enable students to make good decisions and realistic action plans about entrepreneurship.

2. **Course Duration:** The course duration is of **36 sessions of 75 minutes** each.

### 3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	<b>Entrepreneurship:</b> Concepts, Importance; Characteristics of a Successful Entrepreneur, Problems faced by Entrepreneurs, Myths and Mindset, Theories & Types of Entrepreneur, Creativity, Innovation and Entrepreneurship, Gujarati Entrepreneur and Contribution to India and World Economy	06	14
II	<b>Formalities For Setting Up of A Small Business Enterprise:</b> Identifying The Business Opportunity; Growth of a Business Idea; Selection of a Project (Product/ Service Selection, Location Selection, Project Feasibility Study, Business Plan Preparation, Preparation of a Project Profile), Decide on the Constitution, Registration, Clearances from specific Departments, Arrange for Land, Arrange for Plant & Machinery, Arrange for Infrastructure, Prepare Project Report, Apply & Obtain Finance, Implement the Project & Obtain Final Clearances	10	21
III	<b>Understanding of Ecosystem &amp; MSME:</b> Introduction to Central – level Institutions, State –level Institutions, Other Institutions (NABARD, TCOs, SIDBI) supporting business enterprises for financial assistance, technical consultancy, marketing input and research & development support, Process of raising finance from Bank and Other Institutes  <b>Micro, Small, and Medium Enterprises (MSME):</b> Concept, Role and Definitions of MSME, Growth &	10	21

	Development of MSME in India and Gujarat, Current Schemes for MSME of Gujarat, Problems facing the MSME Sector		
IV	<b>Government Support for Entrepreneurship Development:</b> Initiatives for Start-up India, Stand up India and Skill India, Government of Gujarat schemes for Start-up, Start-up and ecosystem, Stand-up India: Women and Minority Entrepreneurship <b>Ease of Doing Business (EoDB)</b> – Overview, Ranking, Determinants of EoDB	10	14
V	<ul style="list-style-type: none"> <li>• Interviewing entrepreneurs/start-ups to learn about their key traits and their journey to success (35 questions checklist given at sr. no. 9) may be used as a guide for the interviews.</li> <li>• Exploring the existing enterprises, their market and growth potential, exploring scope for ancillary units, identifying the gaps/future needs/niche areas</li> <li>• Idea generation : Students to submit an Idea Canvas</li> <li>• Students to present a Business Model Canvas</li> <li>• Understand and work on Technology commercialization</li> </ul>		(50 Marks of CEC Internal Evaluation + 30 Marks of Internal Viva)

#### 4. Case Studies:

The pedagogical materials used in the course will familiarize student with the many dimensions of the venture creation process. The readings provide ideas and suggest ways of thinking about entrepreneurial challenges. Case discussions and assignments build the intuition for how entrepreneurs go about launching new markets and organizations, and what pitfalls they ought to watch out for.

Sr. No.	Title of Case Study
1	R & R case study, Bob Reiss, HBS case study (1989)
2	EasyJet: The 'Easy' Way to Succeed, Nirmalya Kumar and Brian Rogers (2000), The Case Centre
3	Business Plan: Crystal Water Solutions
4	MyZus Infotech Ltd.: Pursuit of an Idea, Prof. Biju Varkkey and Ajay Pandey (2003), CIIE, IIM Ahmedabad

#### 5. Teaching Methods:

The course will use the following pedagogical tools:

- Lectures and Discussions.
- Assignments and Presentations.
- Case Studies.

#### 6. Evaluation:

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

A	Continuous Evaluation Component comprising of Practical activities related to Entrepreneurship	(Internal Assessment of 80 Marks = 50 Marks of CEC Internal Evaluation + 30 Marks of Internal Viva)
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	<p>i.) 30 Marks: Presentation of Interviews of Entrepreneurs, at least two per student based on the enclosed checklist (Annexure 1)</p> <p>ii.) 50 Marks: Small practical projects based on each module: so, 04 submission and Presentation of atleast 01 business idea and business model for the same.</p>	
<b>B</b>	End –Semester Examination	(External Assessment-70 Marks)

### 7. Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Poornima M. Charantimath	Entrepreneurship Development Small Business Enterprises	Pearson	Second Edition
2	Donald F Kuratko and T V Rao	Entrepreneurship – A South-Asian Perspective	Cengage Learning	2016
3	Rajeev Roy	Entrepreneurship	Oxford	Latest Edition
4	Arun Sahay & V. Sharma	Entrepreneurship and New Venture Creation	Excel Books	Latest Edition
5	Michael Schaper, Thierry Volery, Paull Weber and Kate Lewis	Entrepreneurship and Small Business	Wiley	3 <sup>rd</sup> Asia-Pacific Edition
6	Alpana Trahan	Entrepreneurship	Dreamtech Press	Latest Edition
7	Dr. Achut P.Pednekar	Entrepreneurship	Himalaya Publishing House	Latest Edition
8	Robert J Adams Jr. and Stephen Spinelli Jr.	New Venture Creation : Entrepreneurship for the 21st Century	Tata McGraw Hill	Latest Edition

### 8. Session Plan: (36 Sessions of 75 Minutes)

Session No.	Topics to be covered
1-2	<b>Entrepreneurship:</b> Concepts, Importance; Characteristics of a Successful Entrepreneur
3-4	Problems faced by Entrepreneurs, Myths and Mindset, Theories & Types of Entrepreneur

5-6	Creativity, Innovation and Entrepreneurship, Gujarati Entrepreneur and Contribution to India and World Economy
7-9	Identifying The Business Opportunity; Growth of a Business Idea; Selection of a Project (Product/ Service Selection, Location Selection, Project Feasibility Study, Business Plan Preparation,
10-13	Preparation of a Project Profile, Decide on the Constitution, Registration, Clearances from specific Departments, Arrange for Land,
14-16	Arrange for Plant & Machinery, Arrange for Infrastructure, Prepare Project Report, Apply & Obtain Finance, Implement the Project & Obtain Final Clearances
17-19	Introduction to Central – level Institutions, State –level Institutions, Other Institutions (NABARD, TCOs, SIDBI) supporting business enterprises for financial assistance, technical consultancy, marketing input and research & development support,
20	Process of raising finance from Bank and Other Institutes
21-26	Concept, Role and Definitions of MSME, Growth & Development of MSME in India and Gujarat, Current Schemes for MSME of Gujarat, Problems facing the MSME Sector
27-31	Initiatives for Start-up India, Stand up India and Skill India, Government of Gujarat schemes for Start-up, Start-up and ecosystem,
32-33	Stand-up India: Women and Minority Entrepreneurship
34-36	<b>Ease of Doing Business (EoDB)</b> – Overview, Ranking, Determinants of EoDB

### 9. A list of suggested questions for Interviewing an Entrepreneur:

1. What are his / her skills as an entrepreneur?
2. Entrepreneurs have different reasons to start, need different advice and learn differently. What prompted him/her to be an entrepreneur? What were your strengths, weaknesses, opportunities and threats at the point when you began thinking of your business idea?
3. Is the ability to recognize an opportunity fundamental to the process of setting up an enterprise and its growth? How and when did you identify your business opportunity?
4. What things must be kept in mind while considering or choosing a viable Project or business opportunity?
5. What are the factors to be considered while finalizing a product / service choice?
6. What challenges did you face at different points in time during your Entrepreneurial journey?
7. Is creativity essential for entrepreneurship? How and Why? How did creative thinking help you in evolving yourself as an entrepreneur?
8. What role does knowledge and experience play in setting up a new enterprise? Where and how did you get / develop your business knowledge?
9. What are the steps involved in setting up a small / medium business enterprise/ your business? With which agencies have you had to interact/ deal and for what? How easy or challenging was it?
10. What factors must be considered while conducting a feasibility study? What are the aspects that were included in the feasibility study of your enterprise?
11. What are the environmental and pollution related clearances required to set up and start a production/manufacturing unit, specifically in Gujarat?

12. What things must be kept in mind while deciding the (a) form of organisation (b) Size of the firm? What is the form and size of your business and why?
13. What are the issues in deciding the location of a business unit? What were the factors considered while making the choice of the location of your business?
14. What supplementary facilities are required for smooth running of a business bearing in mind the type of business for e.g. Water, Electricity, Waste disposal etc.? How did you go about dealing with the approvals and availability of these utilities?
15. How to get clearances from specific departments? For e.g. Land, Product related, Environmental Pollution, Quality certification etc.
16. How to prepare a Project Report/ Business Plan? What are the considerations therein?
17. How to apply for and obtain finance from Banks/Financial Institutions?
18. When does one go to a bank/financial institution or a venture capitalist for funds? What are the considerations on which funds are given? What are the documentary requirements for the same?
19. What are the other commercial / legal formalities? For e.g. registration with different authorities, licensing, GST, excise, Import-Export etc.?
20. What are the tax related requirements in doing business in India/Gujarat? What are the challenges in complying with these tax requirements?
21. What are the challenges in complying with any other requirements?
22. What sort of institutional support is provided by State & Central Government for new enterprises? Which one did you avail? How easy or difficult was it to avail the same?
23. How to design the internal organizational structure? What is the structure of your organization and how do you justify its suitability?
24. What to consider while deciding on manpower requirements?
25. Is it advantageous to set up a unit near an Industrial cluster? Where can one find information regarding industrial clusters in Gujarat or across India?
26. What are the latest initiatives by the GOI / GOG for promoting entrepreneurship? (Startup, Stand up India, Skill India) Which are the ones you have availed?
27. Are there any specific schemes or any institutional support for women entrepreneurs in India?
28. What are the challenges faced by Women Entrepreneurs?
29. How do you rank India or specifically Gujarat on Ease of Doing Business?
30. Why do some businesses fail? Which are the bodies that can help rescue your business from going sick?
31. What is Industrial sickness? Are there any symptoms of sickness? What are the repercussions of Sickness?
32. How can an entrepreneur prevent sickness?
33. Is winding up a business an easy task in India? What are the formalities for winding up?
34. What has been your overall experience as an entrepreneur?
35. What are the suggestions you would want to give to a budding entrepreneur?

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