

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF ENGINEERING

Semester: III

Entrepreneurship Development

1. Objective:

The objective of the course is to

1. To make the students aware of the importance of entrepreneurship opportunities available in the society for the entrepreneur.
2. Acquaint them with the challenges faced by the entrepreneur

2. Course Duration:

The Course will have (check) sessions which are divided into four modules. Each module consists of seven sessions of 60 minutes each and carries a weightage of 20 marks.

3. Teaching & Examination Scheme:

TEACHING & EXAMINATION SCHEME Semester I

Sub. Code	Subject Name	Teaching Scheme- Hours			Credits	Examination Scheme			Total Marks
		Theory	Tutorial	Pract.		External Exam (Theory)- Marks/ Hours	Mid Sem. Exam (Theory)/ Internal Evaluation- Marks/Hours	Practical/Term Work/ Viva Exam- Marks/ Hours	
(ED)	Entrepreneurship Development	2	0	0	2	80	20	0	100

3. Course content:

Module No.	Modules/Sub-Modules	Sessions	Marks
I	Introduction: ENTREPRENEUR: Evolution, Characteristics, Types, Functions of Entrepreneur - Distinction between an Entrepreneur and a Manager, Concept, Growth of Entrepreneurship in India, Role of Entrepreneurship in Economic Development. Rural Entrepreneurship: Concept, Need, Problems, Rural Industrialization in Retrospect, How to Develop Rural Entrepreneurship, NGOs and Rural Entrepreneurship Women Entrepreneurship - Concept, functions, Growth of Women Entrepreneurs, Problems, Development of Women Entrepreneurs - Recent Trends, Entrepreneurial Motivation Concept, Theories, factors, Entrepreneurial Competencies Small Enterprises: Definition, Characteristics, Relationship between Small and Large Units, Rationale, Objectives, Scope, Opportunities for an Entrepreneurial Career, Role of small Enterprise in Economic development, Problems of SSIs	7	20
II	Project Identification And Selection (PIS) Meaning of Project, Project Identification, Project Selection, Project Formulation: Meaning, Significance, Contents, Formulation, Planning Commission's Guidelines for Formulating a Project Report, Specimen of a Project Report, Network Analysis, Common Errors in Project Formulation, Project Appraisal Concept, Methods of project appraisal, Growth of Business Ideas, Intellectual Property.	7	20
III	Financing Of Enterprises Need for Financial Planning, Sources of finance, Capital Structure, Term-loan, Sources of Short-Term Finance, Capitalization, Venture capital, Export Finance, Institutional Finance To Entrepreneurs, Preparation of Business Plans, Commercial Banks, Other financial institutions like IDBI, IFCI, ICICI, IRBI, LIC, UTI, SFCs, SIDCs, SIDBI, EXIM Bank Institution Support To Entrepreneurs: Need for Institutional support - Small Entrepreneurs: NSIC, SIDO, SSIB, SSICS, SISI, DICs, Industrial Estates Specialized Institutions, TCOs Brief introduction about Marketing of products and services, Human resource issues, Total quality management issues for small enterprises, Growth strategies in small businesses, sickness in small businesses, small enterprises in international business	7	20
IV	Export Documentation And Procedure For Small Enterprises: Electronic commerce and small enterprises, Franchising Leading The Growing Company And Planning For Management Succession: Leadership in the new Economy, Hiring the Right Employees, Building the Right Organizational culture and structure, the challenge of Motivating Workers, Management Succession: Passing the Torch of Leadership	7	20

4. Basic Text Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition and Year of Publication
T1	Roy Rajeev,	Entrepreneurship	Oxford	Latest Edition
T2	E. Gordon & K. Natarajan	Entrepreneurship Development	Himalaya	2008
T3	Coulter	Entrepreneurship in Action	PHI	2 nd Edition

5. Reference Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition and Year of Publication
R1	P. C. Jain	Handbook For New Entrepreneur	Oxford	Latest Edition
R2	S. S. Khanka	Entrepreneurial Development	S. Chand	Latest Edition
R3	Thomas W. Zimmerer & Norman M. Scarborough	Essentials of Entrepreneurship and small business management	PHI	4 th Edition
R4	Dr. Vidya Hattangadi	Entrepreneurship	Himalaya	2007
R5	Vasant Desai	Small Scale Industries and Entrepreneurship	Himalaya	2008
R6	Dr. v. B. Angadi, Dr. H. S. Cheema & Dr. M. R. Das	Entrepreneurship, Growth, and Economic Integration- A linkage	Himalaya	2009