

PROGRAM	Master of Business Administration
SEMESTER	1
COURSE TITLE	Entrepreneurship
COURSE CODE	04MB0107
COURSE CREDITS	3
COURSE DURATION	42 hours

COURSE OUTCOMES:

- ❖ Understand the concept of Entrepreneurship, family business and corporate entrepreneurship
- ❖ Apply the concepts and models of Entrepreneurship and analyze different entrepreneurial situations
- ❖ Explain the entrepreneurial Mindset and Personality
- ❖ Evaluate different opportunities of entrepreneurship and develop an entrepreneurial venture
- ❖ Demonstrate an understanding of different Government schemes for start ups

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
I	Introduction to Entrepreneurship: Importance of Entrepreneurship- Concepts of Entrepreneurship- Characteristics of successful Entrepreneurs-Classifications of Entrepreneurs- Myths of Entrepreneurship-Entrepreneurial Development Models-Problems faced by entrepreneurs and Capacity building for Entrepreneurship-Profiles of Successful Entrepreneurs- Women Entrepreneurs- Social Entrepreneurship	9
II	The individual entrepreneurial mind-set and Personality: The entrepreneurial journey- Stress and the entrepreneur - the entrepreneurial ego - Entrepreneurial motivations- Motivational cycle – Entrepreneurial motivational behavior – Entrepreneurial competencies. Corporate Entrepreneurial Mindset, the nature of corporate entrepreneur- conceptualization of corporate entrepreneurship Strategy-Sustaining corporate entrepreneurship.	9
III	Launching Entrepreneurial Ventures: Creativity and Business Idea, opportunities identification- Finding gaps in the marketplace – techniques for generating ideas-entrepreneurial Imagination and Creativity- the nature of the creativity process - Innovation and entrepreneurship. Methods to initiate Ventures- Creating new ventures-Acquiring an Established entrepreneurial venture- Franchising- advantage and disadvantages of Franchising.	9
IV	Government Support for Entrepreneurship Development: Initiatives for Start-up India-Stand up India and Skill India- Government of Gujarat schemes for Startup-Start up and ecosystem- Stand-up India: Women and Minority Entrepreneurship-Ease of Doing Business (EoDB): Overview, Ranking, Determinants of EoDB	8
V	Family Business: The distinction between family and non-family business - Importance of family business - Types - History - Responsibilities and rights of shareholders of a family business - Succession in family business - Pitfalls of the family business - strategies for improving the capability of family business - improving family business performance.	7

EVALUATION:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

	Component	Weightage
A	Continuous Evaluation Component (Assignments / Quizzes / Class Participation etc.)	20% (C.E.C.)
B	Internal Assessment	30% (I.A.)
C	End-Semester Examination	50% (External assessment)

SUGGESTED READINGS:
Text Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year
T-01	D F Kuratko and T V Rao	Entrepreneurship- A South-Asian Perspective	Cengage Learning	1 st , 2012
T-02	Poornima M Charatimath	Entrepreneurship Development and Small Business Enterprises	Pearson	Latest
T-03	Vasant Desai	The Dynamics of Entrepreneurial Development and Management	Himalaya Publishing House	Latest

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year
R-01	Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd	Entrepreneurship	McGraw Hill	Latest
R-02	Rajeev Roy	Entrepreneurship	Oxford	2 nd , 2012
R-03	Arun Sahay & V. Sharma	Entrepreneurship and New Venture Creation	Excel Books	Latest
R-04	Robert J Adams Jr. and Stephen Spinelli Jr.	New Venture Creation: Entrepreneurship for the 21st Century	McGraw Hill	Latest
R-05	Bruce R. Barringer, R. Duane Ireland,	Entrepreneurship Successfully launching new ventures	Pearson	4 th , 2015