

COURSE TITLE	ENTREPRENEURSHIP
COURSE CODE	04BB0616
COURSE CREDITS	4

Objective:

- 1 N/A

Course Outcomes: After completion of this course, student will be able to:

- 1 Apply the basic concepts of entrepreneurship to differentiate between various types of entrepreneurs and their roles
- 2 Analyze the mindset, motivations, and characteristics essential for successful entrepreneurship.
- 3 Evaluate business opportunities and demonstrate approaches to launching new ventures.
- 4 Apply knowledge of government initiatives, schemes, and legal aspects relevant to start-ups and small businesses
- 5 Analyze family business structures, succession planning, and challenges in managing family-owned enterprises.

Pre-requisite of course:NONE

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Foundations of Entrepreneurship and Mindset Development Definition, nature, and importance of entrepreneurship, Types and classification of entrepreneurs, Myths of entrepreneurship,, Entrepreneurial mindset and competencies, Motivation, ego, and stress management in entrepreneurship,, Profiles of successful Indian entrepreneurs	12
2	Starting a Business Venture Creativity and idea generation, Opportunity identification and gap analysis, Methods to initiate ventures: new venture creation, , buying an existing business, , franchising, Innovation and entrepreneurship	10
3	Business Plan Preparation and Pitching Executive summary to financials, Customer segments and target market, Marketing and operational plan, Resource planning and cost estimation, financial projections and funding options	14

Contents : Unit	Topics	Contact Hours
4	Government Support and Startup Ecosystem Startup India, Stand-up India, Skill India initiatives, MSME policies and schemes, Government of Gujarat startup policies, Startup ecosystem in India	12
5	Family Business and Entrepreneurship Difference between family and non-family businesses, Role and significance of family businesses in India, Ownership, rights, and responsibilities, Succession planning and leadership transition, and pitfalls in family business	12
Total Hours		60

Textbook :

- 1 Entrepreneurship Development and Small Business Enterprises., 1. Charantimath, Poornima M, . Pearson, , 2023
- 2 The Dynamics of Entrepreneurial Development and Management, 2. Desai, Vasant, Himalaya Publishing House,, 2011

References:

- 1 Entrepreneurship: A South-Asian Perspective, Entrepreneurship: A South-Asian Perspective, 1. Kuratko, D. F., & Rao, T. V, Cengage Learning, 2024

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
0.00	0.00	35.00	35.00	30.00	0.00

Instructional Method:

- 1 Theory