

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Global Program)

Year – II (Semester – III) (W.E.F. January 2014)

Specialization: Entrepreneurship and Family Business (EFB) – New!

Subject Name: Entrepreneurship, Women & Family Business (EWFB)

Subject Code: 2831001

1. Course Objectives:

Entrepreneurship Development subject provides an opportunity to students wanting to develop own business plan by studying and evaluating other's business plans, synopses and cases. This is a broad course about understanding various types of entrepreneurs one hand, and starting and growing a high potential business on the other hand. A key vehicle for this effort is the Business Plan. A business plan helps the entrepreneur qualify and quantify the business opportunity (legal requirements, product / service to be offered, market potential, technology selection & feasibility, manpower requirement, finance requirement etc.) and attract support from others. It helps engage and energize the founding team, investors, strategic partners and vendors.

The course carries **6 Credits** (3 Credits for the theoretical framework study as mentioned in the Course Content below, and balance 3 Credits for attending and practically studying an actual Family Business or Woman Entrepreneur-Business, or Micro, Small & Medium Enterprise (MSME), and preparing and submitting a **Report on Family Business / Woman Entrepreneur-Business / MSME** studied with a copy of Certificate from the CEO / Head / Manager of such Business or Business-funding agency / Bank for inviting to conduct Viva Voce).

2. Course Duration:

The total hours for teaching this course will be 45 hours, which will be divided into 36 sessions of 75 minutes duration each. **The student is also expected to devote another 45 to 50 hours in preparing the Report as per the course requirement.**

3. Course Contents:

Module No	Contents	Sessions
1	Entrepreneur: Meaning of Entrepreneur; Evolution of the Concept; Functions of an Entrepreneur, Types of entrepreneur, Intrapreneur – an emerging class, Concept of Entrepreneurship-Evolution of Entrepreneurship; Development of Entrepreneurship; The entrepreneurial Culture; Stages in entrepreneurial process.	8

	Small Business Enterprises : Role, Concept and Definitions of Small scale Industries, Policies and Development of MSME Sector, Growth and Problems of MSMEs in India	
2	Women Entrepreneurs Definition, Challenges, Strategies for the development, Empowerment of women by Entrepreneurship, Self-help Groups (SHGs), Institution and Women's organisations supporting Women's Entrepreneurship 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	8
3	Institutions supporting entrepreneurs Small industry financing developing countries, A brief overview of financial institutions in India, Central level and state level institutions, SIDBI, NABARD, IDBI, SIDO, Indian Institute of Entrepreneurship, DIC, Single window, Latest Industrial policy of Government of India	8
4	Setting Up a Small Business Enterprise Business opportunity, Formalities for Setting Up a Small business. Business Planning Process Meaning of business plan, Business plan process, Advantages of business planning.	8
5	Practical Module Attend and practically study an actual Family Business or Woman Entrepreneur-Business, or Micro, Small & Medium Enterprise (MSME), and preparing and submitting a Report on Family Business / Woman Entre-entrepreneur-Business / MSME studied with a copy of Certificate from the CEO / Head / Manager of such Business or Business-funding agency / Bank for inviting to conduct Viva Voce).	4 + 36 Sessions Practice by Student. Presentation and Report.

4. Teaching Method:

- Lectures, simulations exercises like managerial games, role play, etc.
- Experience sharing with entrepreneurs by visiting industry, guest talks and live projects.
- Project Assignment/Quiz/Class Participation, etc.

5. Evaluation:

A	CEC- Projects/ Assignments/ Quizzes/ Individual or group Presentation/ Class participation/ Case studies etc	50 marks (Internal Assessment)
B	Mid-Semester examination	Weightage 30% (Internal Assessment)
C	End –Semester Examination	Weightage 70% (External Assessment)

6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	Poornima Charantimath	Entrepreneurship Development-Small Business Enterprise	Pearson Education	Latest
T2	Robert D Hisrich, Michael P Peters, Dean A Shepherd	Entrepreneurship	The McGraw-Hill	Latest

Note: Wherever the standard books are not available for the topic, appropriate print and online resources, journals and books published by different authors may be prescribed.

7. Reference Books:

1. Dr. Mathew J. Manimala, Entrepreneurship theory at crossroads, Biztantra, 2007
2. Vasant Desai, Entrepreneurial Development and Management, Himalaya Publishing House, 2007
3. Maddhurima Lall, Shikha Sahai, Entrepreneurship, Excel Books, 2006
4. Kurakto, Entrepreneurship-Principles and practices, 7th Edition, 2007, Thomson publication Reference www.vtu.ac.in