

# GUJARAT TECHNOLOGICAL UNIVERSITY

B.E Semester: IV

Plastic Technology

Subject Code **142303**

Subject Name **Entrepreneurship and Creativity**

| <b>Sr.No</b> | <b>Course Contents</b>  |
|--------------|---|
| 1            | <b>The Entrepreneurial Development Perspective</b> <ol style="list-style-type: none"><li>1. Concepts of Entrepreneurship Development</li><li>2. Evolution of the concept of Entrepreneur</li><li>3. Entrepreneur Vs. Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager</li><li>4. Attributes and Characteristics of a successful Entrepreneur</li><li>5. Role of Entrepreneur in Indian economy and developing economies with reference to Self-Employment Development</li><li>6. Entrepreneurial Culture</li></ol>   |
| 2            | <b>Creating Entrepreneurial Venture</b> <ol style="list-style-type: none"><li>1. Business Planning Process</li><li>2. Environmental Analysis - Search and Scanning</li><li>3. Identifying problems and opportunities</li><li>4. Defining Business Idea</li><li>5. Basic Government Procedures to be complied with</li></ol>   |
| 3            | <b>Project Management</b> <ol style="list-style-type: none"><li>1. Technical, Financial, Marketing, Personnel and Management Feasibility</li><li>2. Estimating and Financing funds requirement - Schemes offered by various commercial banks and financial institutions like IDBI, ICICI, SIDBI, SFCs</li><li>3. Venture Capital Funding</li></ol>  |
| 4            | <b>Entrepreneurship Development and Government</b> <ol style="list-style-type: none"><li>1. Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants - Export Oriented Units - Fiscal and Tax concessions available</li><li>2. Role of following agencies in the Entrepreneurship Development - District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship &amp; Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB)</li></ol> |

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| 5 | Why do Entrepreneurs fail - The FOUR Entrepreneurial Pitfalls (Peter Drucker)                                |
| 6 | <b>Women Entrepreneurs</b><br>1. Reasons for Low / No Women Entrepreneurs<br>2. Role, Problems and Prospects |
| 7 | Case studies of Successful Entrepreneurial Ventures, Failed Entrepreneurial Ventures and Turnaround Ventures |

### **Reference Books:**

1. Entrepreneurship: New Venture Creation - David H. Holt
2. Entrepreneurship - Hisrich Peters
3. The Culture of Entrepreneurship - Brigitte Berger
4. Project Management - K. Nagarajan
5. Dynamics of Entrepreneurship Development - Vasant Desai
6. Entrepreneurship Development - Dr. P.C.Shejwalkar
7. Thought Leaders - Shrinivas Pandit
8. Entrepreneurship, 3rd Ed. - Steven Brandt
9. Business Gurus Speak - S.N.Chary
10. The Entrepreneurial Connection - Gurmit Narula