

# GUJARAT TECHNOLOGICAL UNIVERSITY

## B.E. SEMESTER : VIII

### PRODUCTION ENGINEERING

Subject Name: **ENTREPRENEURSHIP**

Sr. No.	Course Contents	Total Hrs
1.	<p><b>Foundation</b></p> <p><b>Understanding Entrepreneurship and Growth of a Business Idea:</b> Introduction, Definition, Role of Entrepreneur, Reasons for growth of entrepreneurship, Age of an entrepreneurial firm, Why start a business? Entrepreneurial characteristics and skills, Type of entrepreneurs, Entrepreneurial failure, New business Idea, Pre selection process, Sources of business ideas, Preliminary research, Business idea evolution, other analysis</p> <p><b>Intellectual Property:</b> Introduction, Trademarks, Copyright, Patents, Geographical Indications(GI) of goods, Designs, Other laws in India Relating to IPR, Trade secrets and confidential information</p> <p><b>Doing Business in India:</b> Introduction, Major Issues, Types of Organizations, Legal compliances, Family Business in India, The founder, The next generation, Entry of family managers, Succession, Best Practices</p> <p><b>Entrepreneurial Support:</b> Introduction, Politics, Business Incubation, Business clusters</p>	15
2.	<p><b>Mobilizing Resources</b></p> <p><b>Buying a Business and Financing:</b> Introduction, Challenges in Buying a Business, The search, The process of buying, Scrutiny, Valuation, Negotiation, Franchising, Debt, Venture Capital</p> <p><b>Business Models and Planning for Business:</b> Introduction, Components of a business model, Customer value proposition, Profit formula, Key resources, Key Processes, Business model canvas, Types of business models, Business Model Innovation, Uses of a business plan, Writing a business plan, Data collection, Kinds of business plan, Importance of executive summary, Description of the business, The Management Team, Industry and the Market, Marketing plan, Finance, Risk and contingencies</p>	10
3.	<p><b>Operations and Management</b></p> <p><b>Managing Operations and Project management:</b> Introduction, Purchasing Process, Inventory, Cash management, Cash manager, Managing during disasters, Seasonal businesses, The project, Project selection, Project planning, Project manager</p> <p><b>Human Resource Management:</b> Introduction, Hunting for suitable candidates, Conducting interviews, Induction, Motivating employees, Training, Termination of Employment.</p> <p><b>Entrepreneurial Marketing:</b> Introduction, Characteristics of entrepreneurial, Features of entrepreneurial marketing, Market research, Segmentation, positioning and targeting, Branding, Pricing, Distribution, Advertising, Promotions</p> <p><b>New Product Development:</b> Introduction, Need for an NPD process, Types of new products, NPD process, Adoption process, Best practices, Involving the customer, Barriers to NPD.</p> <p><b>E-Business and Networking:</b> Introduction, Domain Name, Website, Social Networks, E-Commerce, Hosting, Building Traffic, Entrepreneurial networks, Starting and managing a network, Infrastructure for networking, Harvesting benefits from networking, Best Practices.</p>	20

4.	<p><b>Growth and Social Responsibilities</b></p> <p><b>Growth:</b> Introduction, Stages of growth, Growth Strategies, Global Expansion, Relocation, Financial growth.</p> <p><b>Exit Strategies:</b> Introduction, Reasons for exiting, Long term preparation, Short term preparation, Telling your employees, Seller financing, Sale, Initial public offering.</p> <p><b>Social Responsibility and The Social Entrepreneur:</b> Introduction, Corporate social responsibility, Dimensions of CSR, Role of governments, Role of markets, Business case of CSR, Criticisms of CSR, Motivations of a social entrepreneur, Characteristics of a social enterprise, Supporting social entrepreneurs, Evaluating social performance.</p>	05
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#### Reference Books:

1. Entrepreneurship by Rajeev Roy; Oxford University Press, New Delhi
2. Entrepreneurship of Small Scale Industries by Manohar U. Deshpande; Deep & Deep Publications, New Delhi
3. Entrepreneurship by Robert D. Hisrich and Michael P. Peters; Tata Mc-Graw Hill Publications, 5e, New Delhi