

Veer Narmad South Gujarat University
301: Entrepreneurship Development

Course	301
Course Title	Entrepreneurship Development
Credit	3
Teaching per Week	3 Hours
Review / Revision	June, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To inculcate in students entrepreneurial attitude and motivate them to become self employed.
Course Objective	To provide students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups, managing family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.
Course Outcome	Students will be aware about various qualities and knowledge required for becoming successful entrepreneurs.
Course Content	
Unit-1: Entrepreneurial Management (35%)	
<ul style="list-style-type: none"> ● Definition, Functions & qualities of entrepreneur ● Difference between entrepreneur and manager ● Definition of entrepreneurship & barriers ● Types of entrepreneurs ● Development of entrepreneurship(Entrepreneurship development program),CED, EDII ● The evolution of the concept of entrepreneurship ● John Kao’s Model on Entrepreneurship, Idea Generation, identifying opportunities and Evaluation; Building the Team / Leadership ● Strategic planning for business ● Steps in strategic planning, managing growth; Harvesting and Exit Strategies ● Corporate Entrepreneurship ● Motivation of Entrepreneurship, McClelland Theory 	
Unit-2: Social Entrepreneurship (30%)	
<ul style="list-style-type: none"> ● Introduction to Social Entrepreneurship ● Characteristics and Role of Social Entrepreneurs ● Innovation and Entrepreneurship in a Social Context ● Start-Up and Early-Stage Venture ● Issues in creating and Sustaining a Non-profits Organization ● Financing and Risks ● Business Strategies and Scaling up 	

Unit-3: Family Business and Women Entrepreneurship**(35%)**

- Family Business: Concept, structure and kinds of family firms
- Culture and evolution of family firm
- Managing Business, family and shareholder relationships
- Conflict and conflict resolution in family firms
- Managing Leadership, succession and continuity
- Encouraging change in the family business system
- Women Entrepreneurship: Definition, Introduction to some of the support schemes, Problems faced by women entrepreneurs

Suggested Readings:

1. Burns, P. (2001). Entrepreneurship and small business. New Jersey: Palgrave.
2. Drucker, P. F. (2006). Innovation and entrepreneurship: Practice and
3. principles. USA: Elsevier.
4. Gersick, K.E., Davis, J.A., Hampton, M.M., & Lansberg, I. (1997) Generation to
5. generation: Life cycles of the family business. Boston: Harvard Business School Press.
6. Hisrich, R., & Peters, M. (2002). Entrepreneurship. New Delhi: Tata McGraw Hill.
7. Holt, D. H. (2004). Entrepreneurship new venture creation. New Delhi: Prentice Hall of India.
8. Kaplan, J. (2004). Patterns of entrepreneurship. Wiley.
9. Khandwalla, P. (2003). Corporate creativity. New Delhi: Tata McGraw Hill.
10. Mullins, J. (2004). New business road test. New Delhi: Prentice Hall.
11. Nicholls, A. (Ed.). (2006). Social entrepreneurship new models of sustainable social change. Oxford University Press.
12. Prahalad, C. K. (2006). Fortune at the bottom of the pyramid, eradicating poverty through profits. Wharton school Publishing.
13. Scarborough & Zimmerer, Effective Small Business Management
14. Stevenson, H. (Ed.). (2007). Perspective on entrepreneurship. Boston: Harvard business Press.