

GUJARAT UNIVERSITY

K. S. SCHOOL OF BUSINESS MANAGEMENT

[Five Years' (Full-time) Integrated Degree Course]

Semester-7 [M.Sc. (CA & IT)]

Subject Code: - KS_C_FC-472

Subject Name: - Entrepreneurship Skills

Course Credit: - 2

Objective:

The objective is to familiarize the M.Sc. (CA&IT) students the opportunities available for new entrepreneurial ventures in the current technology dominant business arena. The course content enables them to understand the business environment, opportunities therein, entrepreneurial development process and the challenges entrepreneurs face.

Unit No.	Course Content	Weight-age (%)
1	Entrepreneur - definition, evolution of entrepreneurship, characteristic, skills, functions and types. Importance of entrepreneur.	(20%)
2	a) Entrepreneurial development process – identification of opportunities, planning and management of resources. Challenges in entrepreneurial development b) Creating business ideas- sources of ideas, methods of idea generation. c) Intrapreneurship	(20%)
3	Legal considerations in the formation of new business. Potential lenders and investors Government policies, incentives, subsidies Drafting a business plan	(20%)
4	Market analysis and planning – market segment, consumer behavior, competitor analysis, distribution channel analysis Financial analysis and planning – long term and short term capital requirement,	(20%)
5	Managing initial problems and growth New venture areas for entrepreneurs.	(20%)

Recommended Lecture Scheme: Approximately 30 to 35 hours in a semester

Recommended Practical Scheme: Not Applicable

Assignment: Minimum five assignments should be given.

Reference Books:

1. Entrepreneurship
By R.V. Badi & N.V. Badi, Vrunda publisher
2. Entrepreneurship Development
By Dipesh D. like, Himalaya Publishing House
3. Entrepreneurship
By Dr. Achut. P.Pednekar, Himalaya publishing house