



# GUJARAT TECHNOLOGICAL UNIVERSITY

**Bachelor of Engineering**

**Subject Code: 3161924**

**Semester –VI**

**Subject Name: Entrepreneurship and E-business**

**Type of Course:** Elective

**Prerequisite:** Nil

**Rationale:**

Entrepreneurship and e-business subject is introduced with motive to develop entrepreneurial attitude in today's competitive environment. Further this subject creates awareness about adopted technologies in the business

**Teaching and Examination Scheme:**

Teaching Scheme			Credits C	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
				ESE (E)	PA (M)	ESE (V)	PA (I)	
3	0	0	3	70	30	0	0	100

**Content:**

Sr. No.	Content	Total Hours
1	<b>Entrepreneurship:</b> Concept, Knowledge and skills requirement; Characteristics of successful entrepreneurs; role of entrepreneurship in economic development; Entrepreneurship process; factors impacting emergence of entrepreneurship; managerial vs. entrepreneurial approach and emergence of entrepreneurship.	04
2	<b>Starting the venture:</b> Generating business idea–sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis. <b>Feasibility study:</b> Market feasibility, Technical / operational feasibility, Financial feasibility; drawing business plan; preparing project report; presenting business plan to investors.	08
3	<b>Functional plans:</b> <b>Marketing plan</b> – marketing research for the new venture, steps in preparing marketing plan, contingency planning. <b>Organizational plan</b> - Form of ownership, designing organization structure, job design, manpower planning. <b>Financial plan</b> - cash budget, working capital, Performa income statement Performa cash flow, perform balance sheet, break even analysis.	06
4	<b>Sources of finance and Legal Issues:</b> Debtor equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs. Intellectual property rights patents, trademarks, copyrights, trade secrets, licensing, Franchising.	04
5	<b>Overview of E – business and Collaborative Partnerships:</b>	08



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	Concept of E-business, Business Success through adoption of technology, information management for business Initiatives, Performance improvement through e-business. Introduction to various collaborative partnerships, E-commerce: Sectors of e-commerce, B to C, B to B and C to C ecommerce, E-commerce success factors, clicks and Bricks in e-commerce, collaborative commerce. E-Marketplace, M-commerce, E-Government; Various E-business Models, Challenges of the E-Business Models, Globalization of E-business.	
6	<b>Strategic Initiatives for Technology</b> <b>Customer Relationship Management</b> The evolution of CRM, functional areas of CRM, contemporary trends - SRM, PRM AND ERM, Future Trends of CRM <b>Enterprise Resource Planning</b> Core and Extended ERP; components of ERP system; Benefits and Risks of ERP implementation	05
7	<b>Business Technologies and Decision Support Systems</b> Introduction to different business technologies: Cloud computing, and Artificial Intelligence. Business and Decision support, Components of DSS, Benefits, Geographic Information and Data Visualization Systems, Group Decision Support System.	05
8	<b>Ethics</b> Ethics and Information, Ethical Computer Use Policy, Information Privacy Policy, E-mail Privacy Policy, Internet Use Policy, Employee Monitoring Policies	05

### Suggested Specification table with Marks (Theory):

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
10	20	25	25	10	10

**R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create and above Levels (Revised Bloom's Taxonomy)**

**Course Outcomes:** Students will be able to:

Sr. No.	CO statement	Marks % weightage
CO-1	Distinguish Entrepreneur and Entrepreneurship starting and feasibility study.	20
CO-2	Demonstrate Entrepreneurship functional plan with source of finance and legal issues.	25
CO-3	Describe E business, collaborative partnership and strategic technology.	25
CO-4	Describe business technology and decision support system	15
CO-5	Understand importance of Ethics in Entrepreneurship and E business.	15

### Reference Books:

1. Entrepreneurship (Fifth Edition 2002); Robert Hisrich, Michael Peters; Tata McGraw Hill Publication



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2. Entrepreneurship: New venture creation by David Holt, Prentice Hall of India Pvt. Ltd.
3. Business Driven Technology – Haag/Baltzan/Philips – Tata McGraw Hill Publication
4. Management of Information Technology – Carroll W. Frenzel and John C. Frenzel, Thomson Press
5. e-Business 2.0 Roadmap for Success by Dr. Ravi Kalakota, Marcia Robinson, Pearson Education
6. E-commerce – A Managerial Perspective- P. T. Joseph, Prentice Hall India Publications.

### **Term Work:**

The term work shall be based on the topics mentioned above.

**Major Equipment:** Nil

### **List of Open Source Software/learning website:**

1. [www.nptel.ac.in/](http://www.nptel.ac.in/)