



The Maharaja Sayajirao University of Baroda
Office of International Affairs

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(Accredited 'A' by NAAC)



Promoting
Women Entrepreneurship
in India

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Entrepreneurship Research Cell (ERC)

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Office of International Affairs, The Maharaja Sayajirao University of Baroda.

ENP01: WOMEN ENTREPRENEURSHIP AND NEW ENTERPRISE MANAGEMENT

Course, meetings and Instructors:

Term	3 Weeks, 30 hours
Course	ENP01
Credits	P/NP
Days	Monday to Saturday
Period	12 th October – 29 th October 2020
Time	6.00 PM - 8:00 PM
Venue	ONLINE (Microsoft Teams)
Fees	Free

Instructors:	1. Dr. Mrudula Trivedi 2. Dr. Amit Patel 3. Dr. Sumana Chatterjee 4. Dr. Ameer Agrawal 5. Ms. Maria Jessica Sharma
Office	Entrepreneurship Research Cell (ERC), Office of International Affairs, The M.S. University of Baroda.
Contact	Tel.: (0265) 2788878, Email: erc-oia@msubaroda.ac.in

Reference Books:

1. W. Zimmerer and Norman. M. Scarborough, Essentials of Entrepreneurship and Small Business Management, Prentice Hall, 2002.
2. Robert Hisrich, Michael Peters and Dean Shepherd, Entrepreneurship, McGraw Hill, 2017. Note: Each student is advised to use Reference books.

Pre-requisite(s):

Any Undergraduate, Post Graduate or Ph. D student or any working professional or entrepreneur or Start up with PRC in similar field are eligible for this course. (For Women Participants Only).

Course Description:

ENP01 is a non-credit hours course that covers essential components of entrepreneurship which includes creativity, generating business ideas, marketing, human resource management for new ventures, managing funds for the new enterprise and growth strategies in the context of small businesses, new and existing ventures managed by women.

Course Objectives:

1. To prepare women in basic concepts of innovation & entrepreneurship in various business areas.
2. To develop skills and abilities of women to undertake new ventures and learn how to explore business opportunities to start new venture or to grow existing enterprise.
3. To provide insights about entrepreneurial journey and motivate women to create platform for themselves in the world of business.

Upon successful completion of this course, women participants should be able to:

1. Get insight about the challenges inherent while starting and growing business enterprise.
2. Use information about agencies that can be approached to undertake business.
3. Undertake new enterprise successfully.

Course outline and detailed course schedule

Sr. No.	Date	Section	Topic	Homework/ Assignment
1	10/12/2020	1.1	Meaning and Traits of an Entrepreneur	
2	10/12/2020	1.2	Analysing Entrepreneurial Behaviour	
3	10/13/2020	1.3	Creativity and Innovation in in Business	
4	10/13/2020	1.4	Techniques for Generating New Ideas for Business	
5	10/14/2020	1.5	Value Creation and Business Opportunity Identification	
6	10/14/2020	1.6	Protecting Business Ideas and Business Secrets	
7	10/15/2020	2.1	Preparing Business Plan	
8	10/15/2020	2.2	Determining Start-up Capital Requirements	
9	10/16/2020	2.3	Basic Financial Tools for New Venture	
10	10/16/2020	2.4	Basic Financial Tools for New Venture	
11	10/17/2020	2.5	Incentives and Subsidies for Women Entrepreneurs	
12	10/17/2020	2.6	Critical Evaluation for Financing New /Existing Business Enterprise	
13	10/19/2020	2.7	Critical Evaluation for Financing New /Existing Business Enterprise	
14	10/19/2020	3.1	Understanding Consumer needs and Identifying Potential	

			Segments	
15	10/20/2020	3.2	Developing Marketing Mix Strategy	
16	10/20/2020	3.3	Human Resource Management Strategy and Execution	
17	10/21/2020	3.4	Developing Organizational Structure and Social Skills	
18	10/21/2020	3.5	Digital Marketing Skills for New Venture	
19	10/22/2020	3.6	Digital Marketing Skills for New Venture	
20	10/22/2020	3.7	Project Report Preparation	
21 to 30	10/23/2020 to 10/28/2020	4.1 to 4.10	<u>Case Studies and Application Oriented Exercises:</u> Generating New Ideas and Concept Development, Applying STP, Business Expansion and Growth Strategies, Service Innovations, CRM and Communication Skills. Workshop on Manufacturing.	
	<i>10/29/2020</i>		<i>Online Exam (Time 6 to 8 PM) and Feedback</i>	<i>Assignment 4</i>

Student responsibilities and expectations:

Students are advised to keep pace with the course material as it is being presented. Consequently, students should endeavor to attend all class meetings (online), be early for class, and spend sufficient time working on assigned homework problems. If for any reason a student misses a class (online), she should endeavor to obtain the notes and learn the missed material before the next class meeting. Students should not hesitate to ask questions or seek additional assistance to ensure that they are staying on pace with the class (online). Students will be expected to come to class prepared (online) and ready to participate actively.

Course policies and procedures:

Homework/ Assignment:

The purpose of homework is to develop more skills in the material covered. It will be the student's responsibility to solve the assigned homework problems in a timely manner. Assigned and selected problems from homework will be graded and these will count towards the final grade. Students who intend to do well in the course are advised to solve the homework problems. Students should feel free to approach the instructor with difficulties from homework problems. Problems in which students encounter difficulties may also be discussed in class.

Examinations:

Overall structure of examination is as given under:

Quizzes: A total of four quizzes will be administered periodically throughout the course work. Quizzes are meant to test the understanding of the topics that have been covered, help in benchmarking the participants for the exams. The marks scored during the quizzes will count towards the final grade.

Attendance: Attendance of the participants is also considered as a part of the final assessment. Attendance will be taken during each class and this will count towards the final grade.

Homework/Assignment: Homework/Assignment will count towards the final grade.

Grading and Grade Scale:

Your final grade will be based on the cumulative total of points acquired through quizzes, Homework/Assignment and class participation or attendance. The detailed distribution of various components will be as under.

Sr. No.	Particulars	Weightage
1.	Attendance (30 classes, 1 hours each = Total 30 points)	20%
2.	Homework/Assignment (5 marks x 4 nos. = Total 20 points)	20%
3.	Quiz (25 marks x 4 nos. = Total 100 points)	60%
	Total	100%
	Grade A > 70%, Grade B > 60%, Grade C > 50% Grade D > 40%	

Student Evaluation:

Students are expected to provide feedback on the quality of instruction for this course by filling online evaluation form. This will help the student to comment on present structure of the course or to alter, modify or rearrange the existing course work and to add additional content or component that may help enrich the present course work.

How to Apply:

Kindly refer the website www.international-msubaroda.org/erc to apply for this course.

Certificate:

Certificate will be provided by us on the completion of quizzes, assignments and attendance during online 30 hours of the course.

For any query kindly contact Conveners :

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