

M.E Semester: I M.E Mechanical (Automobile Engineering)
Subject Name: Entrepreneurship Development (Elective-I) MEA105D

A. Course Objective

- To present a problem oriented in depth knowledge of Entrepreneurship Development
- To address the underlying concepts and methods behind Entrepreneurship Development

B. Teaching / Examination Scheme

SUBJECT		Teaching Scheme				Total Credit	Evaluation Scheme					Total Marks
		L	T	P	Total		THEORY		IE	CIA	PR. / VIVO	
CODE	NAME	Hrs	Hrs	Hrs	Hrs		Hrs	Marks	Marks	Marks	Marks	
MEA105D	Entrepreneurship Development	3	0	0	3	3	3	70	30	20	0	120

C. Detailed Syllabus

1. Introduction: ENTREPRENEUR: Evolution, Characteristics, Types, Functions of Entrepreneur - Distinction between an Entrepreneur and a Manager, Concept, Growth of Entrepreneurship in India, Role of Entrepreneurship in Economic Development. Rural Entrepreneurship: Concept, Need, Problems, Rural Industrialization in Retrospect, How to Develop Rural Entrepreneurship, NGOs and Rural Entrepreneurship Women Entrepreneurship - Concept, functions, Growth of Women Entrepreneurs, Problems, Development of Women Entrepreneurs - Recent Trends, Entrepreneurial Motivation Concept, Theories, factors, Entrepreneurial Competencies Concept, Major Entrepreneurial Competencies Small Enterprises: Definition, Characteristics, Relationship between Small and Large Units, Rationale, Objectives, Scope, Opportunities for an Entrepreneurial Career, Role of small Enterprise in Economic development, Problems of SSIs.
2. Project Identification And Selection (PIS): Meaning of Project, Project Identification, Project Selection, Project Formulation: Meaning, Significance, Contents, Formulation, Planning Commission's Guidelines for Formulating a Project Report, Specimen of a Project Report, Network Analysis, Common Errors in Project Formulation, Project Appraisal Concept, Methods of project appraisal, Growth of Business Ideas, Intellectual Property.

3. Financing Of Enterprises Need for Financial Planning, Sources of finance, Capital Structure, Term-loan, Sources of Short-Term Finance, Capitalization, Venture capital, Export Finance, Institutional Finance To Entrepreneurs, Preparation of Business Plans, Commercial Banks, Other financial institutions like IDBI, IFCI, ICICI, IRBI, LIC, UTI, SFCs, SIDCs, SIDBI, EXIM Bank Institution Support To Entrepreneurs: Need for Institutional support - Small Entrepreneurs: NSIC, SIDO, SSIB, SSICS, SISI, DICs, Industrial Estates Specialized Institutions, TCOs Brief introduction about Marketing of products and services, Human resource issues, Total quality management issues for small enterprises, Growth strategies in small businesses, sickness in small businesses, small enterprises in international business.
4. Export Documentation And Procedure For Small Enterprises: Electronic commerce and small enterprises, Franchising Leading the Growing Company and Planning.
5. Management Succession: Leadership in the new Economy, Hiring the Right Employees, Building the Right Organizational culture and structure, the challenge of Motivating Workers, Management Succession: Passing the Torch of Leadership.

D. Lesson Planning

<u>SR.NO</u>	<u>DATE/WEEK</u>	<u>UNIT NO</u>	<u>%WEITAGE</u>	<u>TOPIC NO</u>
1	1 ST , 2 ND , 3 RD	1	20	1
2	4 TH , 5 TH , 6 TH	2	20	2
3	7 TH , 8 TH , 9 TH	3	20	3
4	10 TH , 11 TH , 12 TH	4	20	4
5	13 TH , 14 TH , 15 TH	5	20	5

E. Instructional Method & Pedagogy

- At the start of course, the course delivery pattern , prerequisite of the subject will be discussed
- Lecture may be conducted with the aid of multi-media projector, black board, OHP etc. & equal weightage should be given to all topics while teaching and conduction of all examinations.
- Attendance is compulsory in lectures and laboratory, which may carries five marks in overall evaluation.
- One/Two internal exams may be conducted and total/average/best of the same may be converted to equivalent of 30 marks as a part of internal theory evaluation.
- Assignment based on course content will be given to the student for each unit/topic and will be evaluated at regular interval. It may carry an importance of ten marks in the overall internal evaluation.

- Surprise tests/Quizzes/Seminar/Tutorial may be conducted and having share of five marks in the overall internal evaluation.

F. Students Learning Outcomes

- The student can identify different areas of Entrepreneurship Development.
- Can find the applications of all the areas in day to day life.

G. Recommended Study Materials

• **Basic Text Books:**

1. Roy Rajeev, Entrepreneurship Oxford Latest Edition
2. E. Gordon & K. Natarajan Entrepreneurship Development Himalaya 2008
3. Coulter Entrepreneurship in Action PHI 2nd Edition

• **Reference Books:**

1. P. C. Jain Handbook For New Entrepreneur Oxford Latest Edition
2. S. S. Khanka Entrepreneurial Development S. Chand Latest Edition
3. Thomas W. Zimmerer & Norman M. Scarborough
4. Essentials of Entrepreneurship and small business management PHI 4th Edition
5. Dr. VidyaHattangadi Entrepreneurship Himalaya 2007
6. Vasant Desai Small Scale Industries and Entrepreneurship

