

ENTREPRENEURSHIP DEVELOPMENT –EI 1
Semester I (Production Engineering) SUB CODE: MEPR106-C
Teaching Scheme (Credits and Hours)

Teaching Scheme				Total Credit	Evaluation Scheme					Total Marks
L	T	P	Total		THEORY		IE	CIA	PR. / VIVO	
Hrs	Hrs	Hrs	Hrs		Hrs	Marks	Marks	Marks	Marks	
3	0	0	3	3	3	70	30	20	0	120

LEARNING OBJECTIVES:

The objective of this course is

- To learn various issues related to develop entrepreneurship.

LESSON PLANNING

SR.NO	CHAPTER NO	DATE/WEEK	%WEIGTAGE
1	1	1 st 2 nd 3 rd	20
2	2	4 th 5 th 6 th	20
3	3	7 th 8 th 9 th	20
4	4	10 th 11 th 12 th	20
5	5	13 th 14 th 15 th	20

Total hours (Theory): 45, Total hours (Practical):00, Total hours: 45

DETAILED SYLLABUS

Chap No.	Topic
1	<p>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</p>
2	<p>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.</p>

3	<p>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</p>
4	<p>Export Documentation And Procedure For Small Enterprises: Electronic commerce and small enterprises, Franchising Leading The Growing Company And Planning</p>
5	<p>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</p>

INSTRUCTIONAL METHOD AND PEDAGOGY (Continuous Internal Assessment (CIA) Scheme)

- 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 units while conducting teaching & examination.
- Attendance is compulsory in lectures and Tutorial.
- Viva Voce will be conducted at the end of the semester of 30 Marks.
- One internal exam of 30 marks is conducted as a part of Mid semester evaluation.

STUDENTS LEARNING OUTCOMES:

At the end of the course

- The students will gain an insight to be an Entrepreneur

Basic Text Books:

- Roy Rajeev, Entrepreneurship Oxford Latest Edition
- E. Gordon & K. Natarajan Entrepreneurship Development Himalaya 2008
- 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. Vidya Hattangadi Entrepreneurship Himalaya 2007
6. Vasant Desai Small Scale Industries and Entrepreneurship