Course Name   : **Electronics Engineering Group**

Course Code   : **ET/EN/EJ/IE/IS/IC/DE/EV/MU/IU/ED/EI**

Semester   : **Fifth for ET/EN/EX/EJ/IE/IS/IC/DE/EV/MU and Sixth for IU/ED/EI**

Subject Title   : **Entrepreneurship Development and Project**

Subject Code   : **17066**

Teaching and Examination Scheme:

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS	TH	PR	OR	TW	TOTAL
01	--	02	--	--	--	--	25@	25

NOTE:

- ➢ Two practical hours are for project
- ➢ One theory and one tutorial hours are for Entrepreneurship Development (EDP). Twenty five marks are for term work report prepared under EDP.
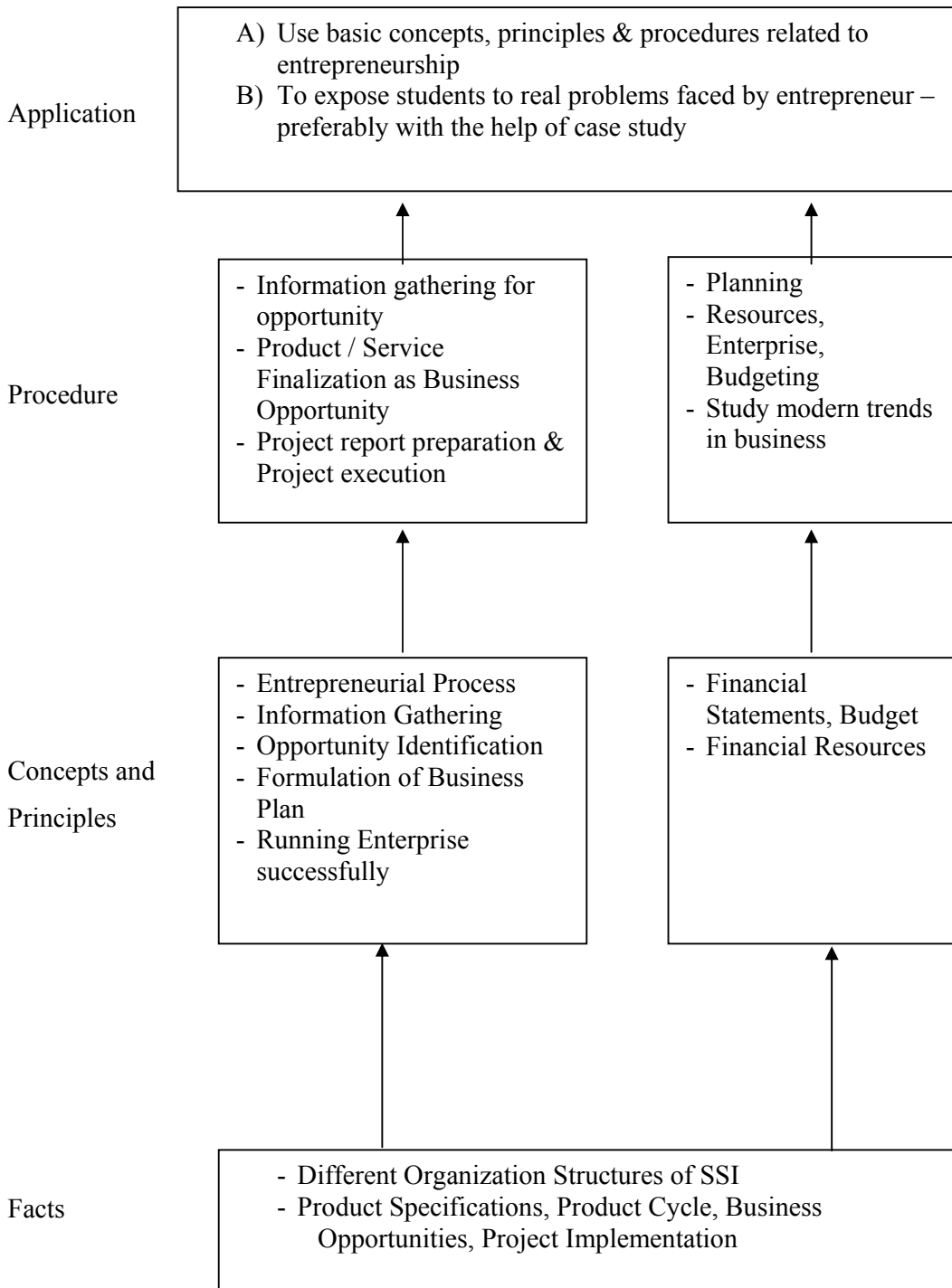
Rationale:

Globalization, liberalization & privatization along with revolution in Information Technology, have thrown up new opportunities that are transforming lives of the masses. Talented and enterprising personalities are exploring such opportunities & translating opportunities into business ventures such as- BPO, Contract Manufacturing, Trading, Service sectors etc. The student community also needs to explore the emerging opportunities. It is therefore necessary to inculcate the entrepreneurial values during their educational tenure. This will help the younger generation in changing their attitude and take the challenging growth oriented tasks instead of waiting for white-collar jobs. The educational institutions should also demonstrate their uniqueness in the creation of enterprising personalities in their colleges. This subject will help in developing the awareness and interest in entrepreneurship and create employment for others.

General Objectives:

The students will be able to

1) Appreciate the concept of Entrepreneurship
2) Identify entrepreneurship opportunity.
3) Develop entrepreneurial values and attitude.
4) Collect and use the information to prepare project report for business venture.
5) Develop awareness about enterprise management.

Learning Structure:

Application

| A) Use basic concepts, principles & procedures related to entrepreneurship |
| B) To expose students to real problems faced by entrepreneur – preferably with the help of case study |

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Procedure

| - Information gathering for opportunity
 - Product / Service Finalization as Business Opportunity
 - Project report preparation & Project execution | - Planning
 - Resources, Enterprise, Budgeting
 - Study modern trends in business |

↑   ↑

Concepts and

Principles

| - Entrepreneurial Process
 - Information Gathering
 - Opportunity Identification
 - Formulation of Business Plan
 - Running Enterprise successfully | - Financial Statements, Budget
 - Financial Resources |

↑   ↑

Facts

| - Different Organization Structures of SSI
 - Product Specifications, Product Cycle, Business Opportunities, Project Implementation |

Content:
Part A) Industrial Project
Following activities related to project are required to be dealt with, during this semester.
1. Form project batches & allot project guide to each batch. (Max. 4 students per batch)
2. Each project batch should select topic / problem / work by consulting the guide & / or industry. Topic / Problem / work should be approved by Head of department.
3. Each project batch should prepare action plan of project activities & submit the same to respective Guide
4. At the end of semester, each project batch should submit the action plan and abstract of the project along with list of materials required if project involves fabrication or other facilities required in other kinds of project.
5. Action Plan should be part of the project report.

Part B) Entrepreneurship Development
Theory:

Topic and Contents	Hours
Topic 1: Entrepreneurship, Creativity & Opportunities Contents: 1.1 Concept, Classification & Characteristics of Entrepreneur 1.2 Creativity and Risk taking. 1.3 Business types and Reforms 1.4 SWOT Analysis	**03**

Topics 2: Information and Support Systems for Development of Entrepreneurship:
Contents:
2.1 **Information Sources:** Information related to project, procedures and formalities
2.2) Support Systems
  1) Business Planning & Requirements for setting up an SSI
  2) Govt. & Institutional Agencies (Like MSFC, DIC, MSME, MCED, MSSIDC, MIDC LEAD BANKS) Statutory Requirements and Agencies.
	03

Topics 3: Market Assessment and Product feasibility Contents: 3.1) Marketing -Concept and Importance Market Identification, 3.2) Customer need assessment, Market Survey Product feasibility analysis	02
Topics 4: Business Finance & Accounts 4.1) **Business Finance:** Costing basics, Sources of Finance, Break Even Analysis, 4.2) **Business Accounts:** Book Keeping**,** Financial Statements, Financial Ratios and its importance, Concept of Audit,	03

Topics 5: Project Report Preparation
5.1) Business plan: Steps involved from concept to commissioning
5.2) **Project Report**
  1) Meaning and Importance
  2) Components of project report/profile
5.3) **Project Feasibility Study:**
  1) Meaning and definition
  2) Technical, Market, Financial feasibility
	03

Topics 6: Enterprise Management And Modern Trends 6.1) **Enterprise Management**: - 1) Essential roles of Entrepreneur in managing enterprise	02

2) Probable Causes Of Sickness 6.2) E-Commerce: Concept and process 6.3) Global Entrepreneur	
Total	**16**

Tutorial:

Sr. No	Assignments
1	Assess yourself-are you an entrepreneur?
2	An Interview with an Entrepreneur.
3	Feasibility study of a product.
4	Prepare a Project Report for starting a small scale business.

FONT SIZE OF PROJECT REPORT CONTENTS BE AS FOLLOWS:
1. MAIN TITLE: 16 BOLD TIMES NEW ROMAN/ ARIAL
2. SUB TITLES: 14 BOLD TIMES NEW ROMAN/ ARIAL
3. RUNNING MATTER: 12 TIMES NEW ROMAN / ARIAL
Format of the Project report should be designed by the department.

Learning Resources:

1) Reference Books:

Sr. No.	Name of Book	Author	Publisher
1	Entrepreneurship	Trehan	Dream Tech Press
2	Entrepreneurship 2/e	Rajeev Roy	Oxford University Press
3	Entrepreneurship and Small Business	Schaper	Wiley India Publication
4	Entrepreneurship Development	Colombo plan staff college for Technical education.	Tata Mc Graw Hill Publishing co. ltd. New Delhi.
5	Poornima M. Charantimath	Entrepreneurship Development of Small Business Enterprises	Pearson Education
6	Entrepreneurship Development	E. Gorden K.Natrajan	Himalaya Publishing. Mumbai

2) VIDEO CASSETTES

No.	SUBJECT	SOURCE
1	Five success Stories of First Generation Entrepreneurs	EDI STUDY MATERIAL Ahmedabad (Near Village Bhat , Via Ahmadabad
2	Assessing Entrepreneurial Competencies	Airport & Indira Bridge), P.O. Bhat 382428 ,
3	Business Opportunity Selection and Guidance	Gujrat,India P.H. (079) 3969163, 3969153
4	Planning for completion & Growth	E-mail : ediindia@sancharnet.in/olpe@ediindia.org
5	Problem solving-An Entrepreneur skill	Website : http://www.ediindia.org