

4PE44: ENTREPRENEURSHIP DEVELOPMENT
CREDITS - 3 (LTP: 2, 0, 1)

Course Objective:

The course focuses on developing and strengthening entrepreneurial quality and motivation in students and impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.

Teaching and Assessment Scheme:

Teaching Scheme (Hours per Week)			Credits	Assessment Scheme				Total Marks
L	T	P		C	Theory Marks		Practical Marks	
			ESE		CE	ESE	CE	100
2	0	2	3	30	20	20	30	

Course Contents:

Unit No.	Topics	Teaching Hours
1	Entrepreneurship Development - Concept & Scope: Charms of becoming an entrepreneur, entrepreneurship: scope in local and global market, steps in setting up of a business, traits of successful entrepreneur.	04
2	Facility Planning: Selection of product/service, core competence, product life cycle, new product development process, mortality curve, creativity and innovation in product modification/development. Process selection: technology life cycle, forms and cost of transformation, factors affecting process selection, factors affecting selection of location for an industry. Importance of material handling and its relevance with facility location. Calculate capacity of plant and its relation with economies of scale including flexibility in capacity.	10
3	Managing Critical Resources: Managing finance: Sources of finance types, advantages and disadvantages, methods of cost control & importance, managing working capital. Materials Management: MRP, JIT Time management, Developing information system.	06
4	Support agencies for MSME: Categorization of MSME, ancillary industries support agencies for entrepreneurship guidance, training, registration. Support agencies for technical consultation, technology transfer and quality control. Support agencies for marketing and finance.	04

Unit No.	Topics	Teaching Hours
5	Project Planning and Risk Management: Preparation of business plan and techno economic feasibility study, breakeven point, return on investment and return on sales, planning for calculated risk taking, initiation with low cost projects. Integrated futuristic planning, angel investors, and role of incubation centers.	04
Total		28

List of References:

1. Robert D. Hisrich, “*Entrepreneurship*”, McGraw-Hill
2. S.S. Khanka, “*Entrepreneurship and Small Business Management*”, Sultanchand and Sons
3. Poornima Charantimath, “*Entrepreneurship Development Small Business Entrepreneurship*”, Pearson Education India
4. S Anil Kumar, “*Entrepreneurship Development*”, New Age International Publishers
5. Nishith Dubey, “*Entrepreneurship Development*”, PHI Learning
6. Monica Mehta, “*The Entrepreneurial Instinct*”, McGraw-Hill

Course Outcomes (COs):

At the end of this course students will be able to ...

1. Appreciate role of entrepreneurs in society.
2. Understand the significance of passion, innovativeness, independent decision making, calculated risk taking, assertiveness, persistence, information seeking, commitment to work contract for Entrepreneurship.
3. Prepare prototypes for the innovative ideas considering resource management.
4. Know the entrepreneurship support institutions and schemes.
5. Develop and implement a comprehensive business plan with risk management.