INSTITUTE	DIPLOMA STUDIES
PROGRAM	DIPLOMA ENGINEERING (COMPUTER ENGINEERING)
SEMESTER	6
COURSE TITLE	ENTREPRENEURSHIP DEVELOPMENT
COURSE CODE	09CE1607
COURSE CREDITS	2

Objective:

1   The students can develop and apply an entrepreneurial way of thinking that will allow them to create different business opportunities. To learn different problem solving skills and improve communication skills.

Course Outcomes: After completion of this course, student will be able to:

1   Have the ability to understand the nature of entrepreneurship.
2   Identify the elements of success of entrepreneurial ventures.
3   Understand the parameters to assess different opportunities and constrains for new business ideas.
4   Understand importunes of management and marketing in small business ventures.
5   Apply different strategies for successful implementation of ideas.

Pre-requisite of course: Syllabus of ENTREPRENEURSHIP DEVELOPMENT

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	**Unit 1** What is Entrepreneurship?, Classification & Characteristics of Entrepreneur, benefits and drawbacks of entreprenrship, Creativity and Risk taking., Business Reforms, Business Idea Methods and techniques to generate business idea, How to do SWOT Analysis and advantages of SWOT analysis, Mistakes of entrepreneurship and how to avoid them.	
2	**Unit 2** Support system, information related to project and support system., Small Scale Business planning and requirements, Different Govt&Institutional Agencies and what are the different Formalities., Statutory Requirements and Agencies., Basic concept of marketing and their importance,)Market identification and survey key components, Market assessment	

Contents : Unit	Topics	Contact Hours
3	**Unit 3** How to measure cost of project, Sources of Finance, Assessment of working capital, Profitability and Product costing, Break Even Analysis and Financial Ratios and Significance, Accounting Methodology and principles, Book Keeping, Financial Statements & what is audit, Business plan steps for commissioning (resource,cost,time), Project report and appraisal, Meaning, Importance and components of project report	
4	**Unit 4** Concept and overview of enterprise., Essential roles entrepreneur in managing enterprise., Product cycle: concept and importance, Quality assurance, Importance of quality, Importance of testing, concept of E-commerce and global entrepreneur	
Total Hours		

Textbook :

1 Entrepreneurship Theory and Practice, J.S. Saini B.S.Rathore, Wheeler Publishing, 2001

References:

1 Prateek & Co , "Developing Entrepreneurship", learning systems, Delhi.
2 Clifford and Bombak, Joseph R. Momanso, "Entrepreneurship & Venture"
3 . Karmakar M.B., "Small Industries management"

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	**Understand**	**Apply**	**Analyze**	**Evaluate**	**Higher order Thinking**
45.00	45.00	10.00	0.00	0.00	0.00

Instructional Method:

1 The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.
2 The internal evaluation will be done on the basis of continuous evaluation of students in the laboratory and class-room.
3 . Practical examination will be conducted at the end of semester for evaluation of performance of students in laboratory.
4 Students will use supplementary resources such as online videos, NPTEL videos, ecourses.

Supplementary Resources:

1 http://www.ediindia.org/
2 http://niesbud.nic.in/docs/SelfEmploymentBook.pdf
3 http://www.msme.gov.in/
4 http://www.nsic.co.in/