

**GUJARAT TECHNOLOGICAL UNIVERSITY****Syllabus for Bachelor of Vocation (B.Voc), 2<sup>nd</sup> Semester****Branch: Automobile Servicing/Production-****Technology/Refrigeration and Air Conditioning****Subject Name: Entrepreneurship****Subject Code: 1120103****With effective  
from academic  
year 2018-19****Type of course:** Under Graduate**Prerequisite:** None

**Rationale:** Students will develop skills for evaluating, articulating, refining, and pitching a new product or service offering, either as a start-up business or a new initiative within an existing firm. This course is appropriate for all students interested in innovation and design as necessary components of new businesses today. The aims to acquaint the students with challenges of starting new ventures and enable them to investigate, understand and internalize the process of setting up a business.

**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks						Total Marks
L	T	P		Theory Marks			Practical Marks			
				ESE (E)	PA (M)		PA(V)		PA (I)	
				PA	ALA	ESE	OEP			
03	00	00	03	50	00	00	00	00	00	50

L- Lectures; P- Practical; OJT- On Job Training; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

**Course Content:**

Sr. No.	Topic	No. of Hours	% Weightage
01	<b>Entrepreneurship and entrepreneur:</b> Need of Employment and Opportunities, Essential Characteristics of a good Entrepreneur, Industrial Policy, Classification of industries- Micro, small scale, Medium scale, Large scale, Type of industries- Production, Job based & Service	3	10
02	<b>Entrepreneurial Development:</b> Product identification/ selection, Site selection, Plant layout, Institutional support needed Pre-market survey.	4	15
03	<b>Entrepreneurship Support System and Start-ups:</b> Introduction to start-up's, Role of District Industries Centre in setting up industry, Function of NSIC, SISI, NISIET, NRDC, SSIC, SIDO, NMTC, KVIC, RSMML, Role of state finance corporation, state electricity corporations, pollution control board, BIS, I.S.O. etc.	6	30
04	<b>Introduction to Tax System, Insurance and Acts:</b> Idea of income tax, sales tax, excise duty and custom duty, Industrial and fire insurance, procedure for industrial insurance, Introduction to Industrial acts, factory act, Workmen's compensation act 1923, Apprentices act 1961, Environmental protection act 1986	7	30



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<b>Sr. No.</b>	<b>Topic</b>	<b>No. of Hours</b>	<b>% Weightage</b>
<b>05</b>	<b>Project Report Preparation:</b> Procedure of preparing a project report, Format of project report, Preparation of project report, Introduction to ISO: 9000 Series of Quality System	4	15

**Suggested Specification table with Marks (Theory):**

<b>Distribution of Theory Marks</b>					
<b>R Level</b>	<b>U Level</b>	<b>A Level</b>	<b>N Level</b>	<b>E Level</b>	<b>C Level</b>
<b>10</b>	<b>15</b>	<b>10</b>	<b>10</b>	<b>5</b>	<b>5</b>

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create and above Levels (Revised Bloom's Taxonomy)

**Course Outcome:**

After learning the course the students should be able to:

CO1: Understand Entrepreneurship and entrepreneur.

CO2: Understand the Development of industry.

CO3: Understand Start-ups and Support System.

CO4: Understand Tax System, Insurance and Acts.

CO5: Prepare Project Report and understanding of ISO: 9000 Series of Quality System.

**References:**

1. Hisrich, Robert D., Michael Peters and Dean Shepherded, Tata McGraw Hill
2. A practical guide to industrial entrepreneurs –S.B. Srivastava (Sultanchand & sons).
3. A hand book of Entrepreneurship –B.S.Rathore & J.S.Saini (Apga publications).
4. Productivity & social environment –K.Shreenivasan (Asia Publication House).
5. Productivity –Krish Pennethur (NPC, New Delhi).
6. Human aspects of work and productivity –B.J.Ramrakhiani (Applied publisher).
7. Works Organization and Management –S.K.Basu, K.C.Sahu, N.K.Datta (Oxford & IBH Publishers).

**List of Open Source Software/learning website:**

[www.nptel.ac.in/](http://www.nptel.ac.in/)