



# GUJARAT TECHNOLOGICAL UNIVERSITY

**Bachelor of Engineering**

**Subject Code:3162011**

**Semester – VI**

**Subject Name: Entrepreneurship Development**

**Type of course:** Open Elective

**Prerequisite:** Zeal to learn the subject

**Rationale:** This course aims at developing competencies in the engineering students for becoming a successful entrepreneur. After successfully completing this course some students may develop qualities of a successful entrepreneur and can set up their own manufacturing industry/ service industry/ business/ to become self employed. Thus it is an important course for all to learn.

**Teaching and Examination Scheme:**

Teaching Scheme			Credits C	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
				ESE (E)	PA (M)	ESE (V)	PA (I)	
3	0	0	3	70	30	0	0	100

**Content:**

Sr. No.	Content	Total Hrs
1	Entrepreneurship Development - Concept & Scope: Definition; need, scope and philosophy of entrepreneurship; benefits of becoming an entrepreneur, qualities of entrepreneur, scope in local and global Market, Steps in setting up of a business	5
2	Facility Planning: Importance of Product selection, product life cycle, new product development process, creativity and innovation in product modification/development, business opportunity, appropriate process for manufacturing/delivery, place for setting up industry/service unit, Estimate the capacity and flexibility of a plant, Importance of material handling and its relevance with facility location	6
3	Support agencies for MSME: Introduction to MSM Enterprises & ancillary industries, role of support agencies: Analysis of different entrepreneurship, technical, marketing and financial support agencies; Support agencies for technical consultation, technology transfer and quality control; Support agencies for entrepreneurship guidance, training, registration; Support agencies for marketing and finance	7
4	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, suitable information system	7



# GUJARAT TECHNOLOGICAL UNIVERSITY

## Bachelor of Engineering

Subject Code:3162011

5	Project planning: Preparation of business plan and techno economic feasibility study, Breakeven point, return on investment and return on sales	5
6	Risk Management: Concept of risk in the context of enterprise / project, Uncertainty and certainty of project elements, Decision making under risk, Methods of risk management, Strength, Weakness, Opportunity and Threat (SWOT) analysis, Planning for calculated risk taking, initiation with low cost projects	7
7	Sources of finance: Debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs; legal issues: intellectual property rights patents, trademarks, copy rights, trade secrets, licensing; franchising	5

### Suggested Specification table with Marks (Theory): (For BE only)

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
30	30	10	10	10	10

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

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

### Reference Books:

1. Entrepreneurship, Robert D. Hisrich, McGraw-Hill
2. Entrepreneurship and Small Business Management, S.S. Khanka, Sultanchand and Sons
3. Entrepreneurship Development Small Business Entrepreneurship, Poornima Charantimath, Pearson Education India
4. Organisational Behaviour, A K Chitale, PHI Learning
5. Entrepreneurship Development, S Anil Kumar, New Age International Publishers
6. Entrepreneurial Development, C.B. Gupta&N.P. Sreenivasan, Sultan Chand

### Course Outcomes:

After learning the course the students should be able to:



# GUJARAT TECHNOLOGICAL UNIVERSITY

## Bachelor of Engineering Subject Code:3162011

Sr. No.	CO statement	Marks % weightage
CO-1	Appreciate role of entrepreneurs in society.	25
CO-2	Explain process of setting up of service unit/industry.	25
CO-3	Develop and complete a comprehensive business plan.	25
CO-4	Develop passion, creativity, initiative, independent decision making, calculated risk taking, assertiveness, persuasion, persistence, information seeking, commitment to work contract.	25

### List of Experiments:

NA

### Major Equipment:

NA

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

<https://www.nabard.org>  
[ecell.in/nec](http://ecell.in/nec)  
[msme.gov.in](http://msme.gov.in)  
[www.entrepreneur.com](http://www.entrepreneur.com)