

GUJARAT TECHNOLOGICAL UNIVERSITY

DIPLOMA IN COMPUTER AIDED COSTUME DESIGN AND DRESS MAKING

Semester: 4

Subject Name **CONSUMER EDUCATION AND ENTREPRENEURSHIP**

Sr.No	Course content
1.	CONSUMER & CONSUMERISM 1.1 Definition of consumer. 1.2 Consumerism. 1.3 Rights & Responsibilities of consumers 1.4 Right to safety to choose, right to be heard, right to be informed , right to readdress , right to healthy environment.
2.	THEORIES OF CLOTHING ACCORDING TO SOCIAL AND ECONOMIC STATUS: 2.1 Theory of social and economic status. 2.2 Types of income(Real income, National income, Personal income, Disposable income)
3.	CONSUMER BUYING PROBLEMS & CONSUMER PROTECTION SERVICE: 3.1 Adulteration 3.2 Faulty weights & measure and other malpractice in the market. 3.3 Important laws for consumer protection. 3.4 Organization for consumer protection.
4.	INTRODUCTION TO ENTREPRENEURSHIP: 4.1 Definition & characteristics of entrepreneur. 4.2 Qualities of an entrepreneur. 4.3 Functions of an entrepreneur.
5.	ENTREPRENEURSHIP DEVELOPMENT CONCEPT & SCOPE: 5.1 Forces developing the entrepreneurship. 5.2 Process of entrepreneurship development. 5.3 Stages of entrepreneurship development. 5.4 Forces developing the entrepreneurship. 5.5 Entrepreneurial motivation.
6.	OPPORTUNITY FOR ENTREPRENEUR IN DIFFERENT CTIVITIES. 6.1 Process of identifying and accessing business opportunities. (a) Environment. (b) Current business. (c) Target group. 6.2 Product identification exercise. 6.3 Assessment of business opportunities.

	6.4 Trainer's role.
7.	WOMEN ENTREPRENEURSHIP DEVELOPMENT: 7.1 Need for women entrepreneurship programmes. 7.2 Entrepreneurship development training programmes for women. 7.3 Present scenario of developing women entrepreneurship. Flow charts showing stages of enterprises building, pre-training stages, post training supports

Reference Books:-

- (1) Developing entrepreneurship – Parekh & co. learning system - Delhi
- (2) Trade practices & consumerism - S.A. Sherlkar
- (3) Problems of consumer in modern India – A. sarkar.
- (4) Handouts from ICECD