Course Name : Computer Engineering Group

Course Code : CO/CM/IF/CW/CD

Semester   : Sixth for CO/CM/IF/CW and Seventh for CD

Subject Title : Entrepreneurship Development

Subject Code : 17818

Teaching and Examination Scheme:

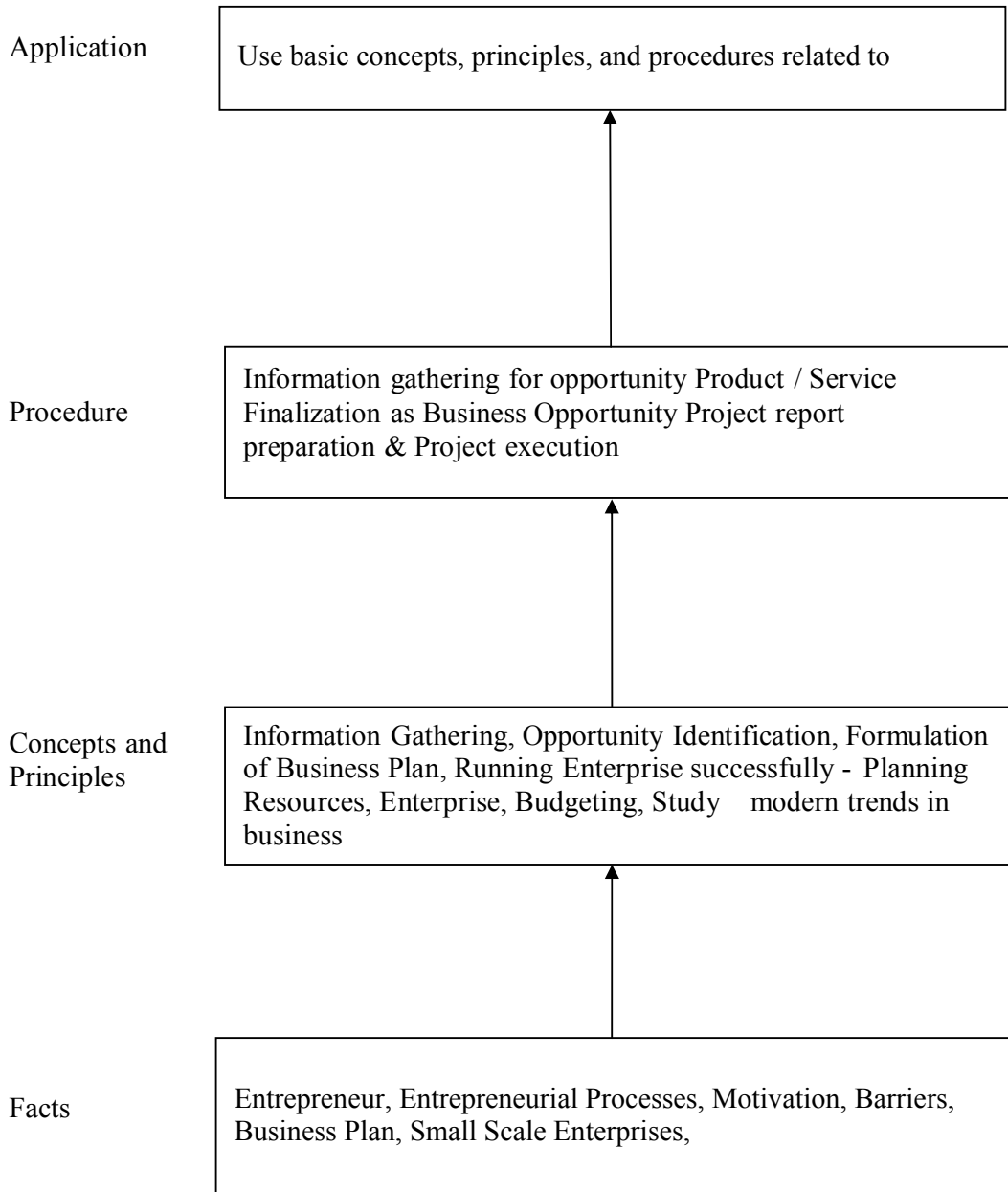| Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS.	TH	PR	OR	TW	TOTAL
01	01	--	--	--	--	--	25@	25

Rationale:

Globalization, liberalization & privatization along with revolution in Information Technology, have thrown up new opportunities that are transforming lives of the masses. Talented and enterprising personalities are exploring such opportunities & translating opportunities into business ventures such as- BPO, Contract Manufacturing, Trading, Service sectors etc. The student community also needs to explore the emerging opportunities. It is therefore necessary to inculcate the entrepreneurial values during their educational tenure. This will help the younger generation in changing their attitude and take the challenging growth oriented tasks instead of waiting for white- collar jobs. This subject will help in developing the awareness and interest in entrepreneurship and create employment for others.

Objectives:

Students will be able to

1) Identify entrepreneurship opportunity.

2) Acquire entrepreneurial values and attitude.

3) Use the information to prepare project report for business venture.

4) Develop awareness about enterprise management.

Learning Structure:

Application

> Use basic concepts, principles, and procedures related to

Procedure

> Information gathering for opportunity Product / Service Finalization as Business Opportunity Project report preparation & Project execution

Concepts and Principles

> Information Gathering, Opportunity Identification, Formulation of Business Plan, Running Enterprise successfully - Planning Resources, Enterprise, Budgeting, Study   modern trends in business

Facts

> Entrepreneur, Entrepreneurial Processes, Motivation, Barriers, Business Plan, Small Scale Enterprises,

Topic	Name of Topic	Hours
01	**Entrepreneurship, Creativity & Opportunities** • Concept, Classification & Characteristics of Entrepreneur • Creativity and Risk taking, Risk Situation, Types of risk & risk takers. • Business Reforms. • Process of Liberalization. • Reform Policies. • Impact of Liberalization. • Emerging high growth areas. • Business Idea Methods and techniques to generate business idea. • Transforming Ideas in to opportunities transformation involves • Assessment of idea &Feasibility of opportunity • SWOT Analysis	03
02	**Information and Support Systems** • Information Needed and Their Sources: • Information related to project, Information related to support system, Information related to procedures and formalities • Support Systems • Small Scale Business Planning, Requirements. • Govt. & Institutional Agencies, Formalities • Statutory Requirements and Agencies.	02
03	**Market Assessment** • Marketing - Concept and Importance • Market Identification, Survey Key components • Market Assessment	02
04	**Business Finance & Accounts** ➢ Business Finance • Cost of Project • Sources of Finance • Assessment of working capital • Product costing • Profitability • Break Even Analysis • Financial Ratios and Significance ➢ Business Account • Accounting Principles, Methodology • Book Keeping • Financial Statements • Concept of Audit	03

05	**Business Plan & Project Report** • Business plan steps involved from concept to commissioning Activity Recourses, Time, Cost • Project Report • Meaning and Importance • Components of project report/profile (Give list) 5.1) **Project Appraisal** 1) Meaning and definition 2) Technical, Economic feasibility 3) Cost benefit Analysis	03
06	**Enterprise Management And Modern Trends** ➢ Enterprise Management: • Essential roles of Entrepreneur in managing enterprise • Product Cycle: Concept and importance • Probable Causes Of Sickness • Quality Assurance: Importance of Quality, Importance of testing • E-Commerce: Concept and Process ➢ **Global Entrepreneur** • Assess yourself-are you an entrepreneur? • Prepare project report and study its feasibility.	03
	Total	**16**

List of Assignments:
1. Write the SWOT Analysis required for an successful entrepreneur.
2. Collect the required information, formalities and supporting systems for starting a small scale business.
3. Collect information regarding key parameters required for market analysis of an electrical industry.
4. Search for current available sources of finance to start a new business and write a report.
5. Write a report on different accounting methods, financial statements and audit.
6. Write a report on preparing a good business plan.
7. Collect information on E-commerce system and write a report on how it is useful for entrepreneurs.
8. Prepare a report on how to become a successful entrepreneur?

Learning Resources:

1) Books:

Sr. No.	Author	Title	Publisher
1	J. S. Saini B. S. Rathore	Entrepreneurship Theory and Practice	Wheeler Publisher, New Delhi
2	Prepared by Colombo plan staff college for Technician Education.	Entrepreneurship Development	Tata Mc Graw Hill Publishing co. ltd. New Delhi.

3	J. B. Patel D. G. Allampally	A Manual on How to Prepare a Project Report	EDI STUDY MATERIAL Near Village Bhat , Via Ahmadabad Airport & Indira Bridge, P.O. Bhat 382428 , Gujrat,IndiaP.H. (079) 3969163, 3969153 E-mail : ediindia@sancharnet.in/olpe@ediindia.org Website : http://www.ediindia.org
4	Gautam Jain Debmuni Gupta	New Initiatives in Entrepreneurship Education & Training	
5	Schaper, Michael Volery	Entrepreneurship-Small Business	Wiley India,2011
6	Alpana, Trehan	Entrepreneurship	Dreamtech, 2011