FACULTY OF ENGINEERING & TECHNOLOGY

Effective from Academic Batch: 2020-21

Programme: **Bachelor of Engineering (Information Technology)**

Semester: **IV**

Course Code: **102003405**

Course Title: **Entrepreneur Skills**

Course Group: **Mandatory Course**

Course Objectives: Entrepreneurship is introduced with motive to develop entrepreneurial attitude in today's competitive business environment. This course creates awareness and motivate students about entrepreneurship development. It covers marketing plan, financial plan, organizational plan, and human resource plan for setting new business. It makes aware about legal issues of business forms. Finally, business proposal preparation activity is recommended by referring entrepreneurial case studies.

Teaching & Examination Scheme:

Contact hours per week			Course Credits	Examination Marks (Maximum / Passing)				
				Theory		J/V/P*		Total
Lecture	Tutorial	Practical		Internal	External	Internal	External	
2	0	0	0	50 / 17	0	0	0	50 / 17

* **J**: Jury; **V**: Viva; **P**: Practical

Detailed Syllabus:

Sr.	Contents	Hours
1	**Entrepreneurship:** Importance, Concept, Knowledge and skills requirement; Characteristics of successful entrepreneurs; Entrepreneurial development model – Stimulation, identification, development, promotion, & follow-up. Entrepreneurial cycle – Stimulatory – Support – Sustaining activities Role of entrepreneurship in economic development; Entrepreneurship process; factors impacting emergence of entrepreneurship; managerial vs. entrepreneurial approach and emergence of entrepreneurship.	06

2	**Starting the venture:** Generating business idea–sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis. **Feasibility study:** Market feasibility, Technical / operational feasibility, Financial feasibility; drawing business plan; preparing project report; presenting business plan to investors.	**06**
3	**Marketing plan** – marketing research for the new venture, steps in preparing marketing plan, contingency planning. **Organizational plan** – Form of ownership, designing organization structure, job design, manpower planning. **Financial plan** – cash budget, working capital, Modes of financing - Debtor equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs. **Human Resource Plan -** Importance of HRM, Functions HR development, HR Development	**12**
4	**Legal Issues:** Intellectual property rights patents, trademarks, copyrights, trade secrets, licensing, Franchising	**03**
5	**Business Proposal:** Preparing a Business plan for dream business/project, Identifying success stories of various Entrepreneurs, Referring Case study on entrepreneurship	**03**
	Total	**30**

Reference Books:

1	Entrepreneurship (Fifth Edition 2002); Robert Hisrich, Michael Peters; Tata McGraw Hill Publication
2	Entrepreneurship: New venture creation by David Holt, Prentice Hall of India Pvt. Ltd.
3	Entrepreneurship Development and Small Business Enterprises by Poornima M. Charantimath, Pearson
4	Entrepreneurship Development by Colambo Plan Staff college for Technical Education, Manila, Tata McGraw Hill Publication
5	Intellectual Property Rights in India by V. K. Ahuja, Lexis Nexis

Supplementary learning Material:	
1	Lecture Note
2	https://onlinecourses.nptel.ac.in/noc21_mg70/preview Entrepreneurship By Prof. C Bhaktavatsala Rao, IIT Madras
3	https://www.ediindia.org/ Know about EDI

Pedagogy:

- Direct classroom teaching
- Audio Visual presentations/demonstrations
- Assignments/Quiz
- Interactive methods
- Seminar/Poster presentation

Suggested Specification table with Marks (Theory) (Revised Bloom's Taxonomy):

Distribution of Theory Marks in %						**R**: Remembering; **U**: Understanding; **A**: Applying; **N**: Analyzing; **E**: Evaluating; **C**: Creating
R	**U**	**A**	**N**	**E**	**C**	
20%	30%	30%	20%	--	--	

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.

Course Outcomes (CO):

Sr.	Course Outcome Statements	%weightage
CO-1	Aware about Entrepreneur and Entrepreneurship, importance, characteristics	**20**
CO-2	Analyzing entrepreneur feasibility study and thinking of business proposal plan	**30**
CO-3	Learn about various business plans like organizational, marketing, financial, Human Resource etc.	**40**
CO-4	Get acquainted about legal issues related to IPR and other laws.	**10**

Curriculum Revision:	
Version:	1.0
Drafted on (Month-Year):	June-2020
Last Reviewed on (Month-Year):	-
Next Review on (Month-Year):	June-2025