

Branch Name:	Mechanical Engineering
Semester/Year:	Semester VII / Forth Year
Subject Title:	Entrepreneurship
Subject Code:	1ET1010704
Pre-requisite:	Zeal to learn the subject.

Course Objectives:

1. Understanding the dynamic role of entrepreneurship and small businesses.
2. Develop idea generation, creative and innovative skills.
3. Learn how to start an enterprise and design business plans those are suitable for funding by considering all dimensions of business.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
02	01	00	03	70	30	00	20	120

Subject Contents			
Sr. No	Topic	Total Hours	Weightage (%)
1	Introduction to Entrepreneurship: Concept, Knowledge and skills requirement; Characteristic of successful entrepreneurs; Types of Entrepreneurs; Difference between Entrepreneur and Intrapreneur; Role of entrepreneurship in economic development; Factors impacting emergence of entrepreneurship; Managerial vs. entrepreneurial approach and Emergence of entrepreneurship.	6	20
2	Micro, Small and Medium Enterprises (MSMES): MSMEs – Definition and Importance in Indian Economy; MSME Schemes, Challenges and Difficulties in availing MSME Schemes, Forms of Business; Women Entrepreneurship; Rural Entrepreneurship; Family Business and First Generation Entrepreneurs.	4	15
3	Starting the Business: Steps involved in setting up a Business – Idea Generation; Sources and methods of generating new ideas; Identifying and selecting a Good Business opportunity. Feasibility Assessment: Market Survey and Research, Techno Economic Feasibility Assessment, Political, Social and Legal Feasibility Assessment; Preparation of Preliminary Project Reports, Project Appraisal.	7	25
4	Planning for Business: Organizational Planning: Form of ownership, Designing organization structure, Job design, Human resource planning. Financial Planning: Budget, Capital, Cash flow, Income statement, Balance sheet, Break even analysis.	6	20
5	Financing: Need – Sources of Finance: Debt or equity finance, Bank loans, Capital Structure, Financial Institutions, and Government Schemes for funding business. Legal Issues: Intellectual property rights patents, Trademarks, Copy rights, Trade secrets, Licensing; Franchising.	5	20

Course Outcomes:**The student will be able to**

1. Learn how to start an enterprise and design business plans suitable for funding by considering all dimensions of business.
2. Understand feasibility analysis for entrepreneurial venture.
3. Gain knowledge and skills needed to run a business successfully.

List of Reference Books:

1. Hisrich, Robert D., Michael Peters and Dean Shepherded, "Entrepreneurship", Tata McGraw Hill, ND.
2. Poornima M Charantimath, "Entrepreneurship development small business enterprises", Pearson, 2013.
3. Raj Shankar, "Entrepreneurship: Theory And Practice", Vijay Nicole imprints ltd in collaboration with Tata Mc-Graw Hill Publishing Co.ltd.-new Delhi, 2012.
4. Rajeev Roy, "Entrepreneurship" 2nd Edition, Oxford University Press, 2011.
5. Khanka. S.S., "Entrepreneurial Development" S.Chand& Co. Ltd., Ram Nagar, New Delhi, 2013.
6. Brace R., and R., Duane Ireland, "Entrepreneurship", Pearson Prentice Hall, New Jersey (USA).

List of Tutorial:

Students are required to carry various tutorials based on the above syllabus. It is desirable that student should prepare an appropriate case study on existing entrepreneurship development.

E-Resources:

1. www.nptel.ac.in
2. <https://ocw.mit.edu/courses>
3. <http://ncert.nic.in>