

GUJARAT TECHNOLOGICAL UNIVERSITY

Diploma in Mechanical Engineering

Semester: 4

Subject Name Entrepreneurship Development

| Sr. No. | Course content |
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| 1. | ENTREPRENEURSHIP DEVELOPMENT — CONCEPT & SCOPE 1.1 Entrepreneurship development concept and need in context of changing global environment; scope in local and global market. 1.2 Desirable qualities of entrepreneur; relativity importance; methods to cultivate, its role and need for success. 1.3 Concept and importance of productivity, quality, cost consciousness and customers satisfaction & need analysis. 1.4 Types of enterprise. |
| 2. | FACILITY PLANNING 2.1 Product (Physical and service both) selection : Concept and importance, sources including national/international publications. 2.1.1 creativity and product selection. 2.1.2 Competition-types and effect on product selection. 2.1.3 Product selection process; new idea mortality curve; 2.1.4 product development stages. 2.2 Process Selection : 2.2.1 Concept and importance; forms of transformation; transformation cost; factors affecting process selection. 2.2.2 Technology life cycle 2.2.3 Producibility-concept & importance; flexibility. 2.3 Facility location : 2.3.1 Concept, steps in facility location, factors affecting selection of location; 2.4 Facility layout and handling means : 2.4.1 Importance, objectives, types. 2.5 Capacity Planning : 2.5.1 Concept, need, importance, base, method to assess/estimate capacity. 2.5.2 Flexibility in capacity planning-need. |
| 3. | SSI AND ITS PROMOTIONAL AGENCIES 3.1 SSI-definition, Government Policy—need and importance. 3.2 Ancillary-Need and importance. 3.3 Promotional Agencies—their role and types of promotions, various agencies. |

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| <p>4.</p> | <p>MANAGING CRITICAL RESOURCES</p> <p>4.1 7.M resources; Managing finance : terminology in finance management.</p> <p>4.2 Concept of balance sheet and funds flow statement; managing working capital—its importance.</p> <p>4.3 Sources of finance—types advantages and disadvantages.</p> <p>4.4 Cost control & importance , methods.</p> <p>4.5 Managing human resource :</p> <p>4.5.1 Organization structure-types and suitability; criteria for recruitment and selection.</p> <p>4.5.2 Need for training and motivation.</p> <p>4.5.3 Delegation of authority and span of control.</p> <p>4.6 Materials Management :</p> <p>4.6.1 Need, MRP, purchasing decisions and procedures; work controls and its importance.</p> <p>4.6.2 JIT—Concept, importance and application.</p> <p>4.7 Time Management :</p> <p>4.7.1 Importance, Managing delivery schedule opportunity cost concept and application</p> <p>4.7.2 Information Systems : need, importance, Communication channels and Media.</p> |
| <p>5.</p> | <p>PROJECT PLANNING AND PROJECT REPORT</p> <p>5.1 Meaning of project planning and report; feasibility study; steps in project planning, project cost estimation; CVP relationship at different stages of operation; project execution.</p> <p>5.2 Preparing and submitting project report; interpret a project report</p> |
| <p>6.</p> | <p>MANAGING ENTREPRISE</p> <p>6.1 SWOT (strength, Weakness, opportunity and Threat) analysis— Meaning and importance.</p> <p>6.2 Strategies to set and achieve goals.</p> <p>6.3 Formal and non-formal aids.</p> <p>6.4 Benefits to an entreprise including financial; source—types of aids / benefits.</p> <p>6.5 Leadership importance.</p> <p>6.6 Dealing with Government/non Government bodies.</p> <p>6.7 Budgeting—need importance, Control and allocation.</p> <p>6.8 Marketing channels—need and selection criteria.</p> |
| <p>7.</p> | <p>RISK MANAGEMENT :</p> <p>7.1 Introduction; Concept of risk, uncertainty and certainty .</p> <p>7.2 Decision making under risk; Decision tree; Simulation; concept and application of sensitivity analysis.</p> <p>7.3 Decision making under uncertainty; Methods to deal with</p> |

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| | uncertainty. |
| 8. | <p>CASE STUDIES</p> <p>8.1 Case studies of successful entrepreneur : important features; reasons for success. Analyzing success criteria; (at least two).</p> <p>8.2 Case studies of failed entrepreneur : importance analyses, failure criteria; suggest steps which could have been followed to improve; (at least two).</p> |

Reference Books:

1. Developing Entrepreneurship - Pareek & CO. Learning systems Delhi.
2. Entrepreneurship & Venture - Management Momanso. Clifford and Bombak, Joseph R.
3. Planning an Industrial unit - J. N. Vyas.
4. Small Industries management - Karmakar M.B.
5. Manual for the preparation of industrial - UNIDO feasibility studies
6. (a) Guidelines for industries Part - I - Policies & procedures Ministry of industries Govt. of India.
(b) Part - II - Scope and prospectus
7. New project opportunities series - I, II and III. - GITCO
8. Project profile for reserved - Development commissioner SSI, Items - Vol, I, II & III New Delhi.
9. Small scale industry Policy & Perceptive - Ministry of Industry Govt. of India
10. Dialogue with the Entrepreneur - GSFC
11. Import-Export Policy for SSI - Govt. of India.
12. Creativity - Pradeep Khandwal