

Course Name : Diploma in Plastic Engineering

Course Code : PS

Semester : Sixth

Subject Title : Entrepreneurship Development

Subject Code : -

Teaching and Examination Scheme:

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

Rationale:

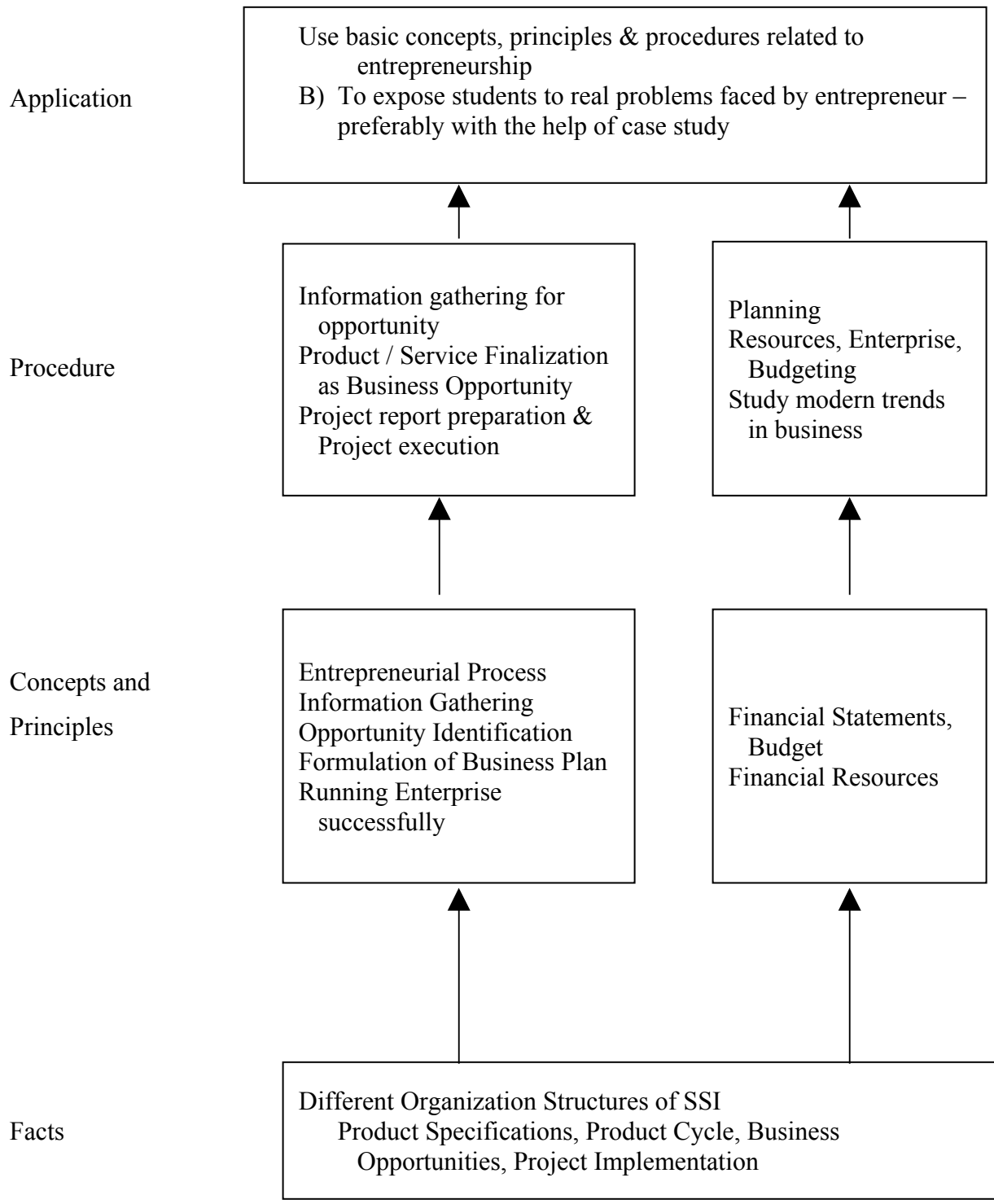
Globalization, liberalization & privatization along with revolution in Information Technology, have thrown up new opportunities that are transforming lives of the masses. Talented and enterprising personalities are exploring such opportunities & translating opportunities into business ventures such as- 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. The educational institutions should also demonstrate their uniqueness in the creation of enterprising personalities in their colleges. 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:



Contents: Theory

Chapter	Name of the Topic	Hours
01	<p>Entrepreneurship, Creativity & Opportunities</p> <p>1.1) Concept, Classification & Characteristics of Entrepreneur</p> <p>1.2) Creativity and Risk taking.</p> <p>1.2.1) Concept of Creativity & Qualities of Creative person.</p> <p>1.2.2) Risk Situation, Types of risk & risk takers.</p> <p>1.3) Business Reforms.</p> <p>1.3.1) Process of Liberalization.</p> <p>1.3.2) Reform Policies.</p> <p>1.3.3) Impact of Liberalization.</p> <p>1.3.4) Emerging high growth areas.</p> <p>1.4) Business Idea</p> <p>Methods and techniques to generate business idea.</p> <p>1.5) Transforming Ideas in to opportunities transformation involves Assessment of idea & Feasibility of opportunity</p> <p>SWOT Analysis</p>	03
02	<p>Information And Support Systems</p> <p>2.1) Information Needed and Their Sources. Information related to project, Information related to support system, Information related to procedures and formalities</p> <p>2.2) SUPPORT SYSTEMS</p> <p>1) Small Scale Business Planning, Requirements.</p> <p>2) Govt. & Institutional Agencies, Formalities</p> <p>3) Statutory Requirements and Agencies.</p>	03

03	Market Assessment 3.1) Marketing -Concept and Importance 3.2) Market Identification, Survey Key components 3.3) Market Assessment	02
04	Business Finance & Accounts Business Finance 4.1) Cost of Project 1) Sources of Finance 2) Assessment of working capital 3) Product costing 4) Profitability 5) Break Even Analysis 6) Financial Ratios and Significance Business Account 4.2) Accounting Principles, Methodology 1) Book Keeping 2) Financial Statements 3) Concept of Audit,	03
05	Business Plan & Project Report 5.1) Business plan steps involved from concept to commissioning: Activity Recourses, Time, Cost 5.2) Project Report 1) Meaning and Importance 2) Components of project report/profile (Give list) 5.3) Project Appraisal 1) Meaning and definition 2) Technical, Economic feasibility 3) Cost benefit Analysis	3
06	Enterprise Management And Modern Trends 6.1 Enterprise Managment: a. Essential roles of Entrepreneur in managing enterprise b. Product Cycle: Concept and importance c. Probable Causes Of Sickness d. Quality Assurance	03

	<p>Importance of Quality, Importance of testing</p> <p>6.2) E-Commerce</p> <p>Concept and process</p> <p>6.3) Global Entrepreneur</p>	
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Sr. No	Assignments
1	Assess yourself-are you are entrepreneur?
2	Prepare project report and study its feasibility

Learning Resources:

1) Reference Books:

Sr. No.	Title	Author	Publisher
01	Entrepreneurship Theory and Practice	J.S. Saini B.S.Rathore	Wheeler Publisher New Delhi
02	Entrepreneurship Development	TTTI, Chandigadh	TTTI, Chandigadh
03	Entrepreneurship Development	E. Gorden K.Natrajan	Himalaya Publishing. Mumbai
04	Entrepreneurship Development	Preferred by Colombo plan staff college for Technical education.	Tata Mc Graw Hill Publishing co. ltd. New Delhi.
05	A Manual on How to Prepare a Project Report	J.B.Patel D.G.Allampally	EDI STUDY MATERIAL Ahmadabad (Near Village Bhat , Via Ahmadabad Airport & Indira Bridge), P.O. Bhat 382428 , Gujrat,India P.H. (079) 3969163, 3969153 E-mail : ediindia@sancharnet.in / olpe@ediindia.org Website : http://www.ediindia.org
06	A Manual on Business Opportunity Identification & Selection	J.B.Patel S.S.Modi	
07	National Directory of Entrepreneur Motivator & Resource Persons.	S.B.Sareen H. Anil Kumar	
08	New Initiatives in Entrepreneurship Education & Training	Gautam Jain Debmuni Gupta	
09	A Handbook of New Entrepreneurs	P.C.Jain	
10	Evaluation of Entrepreneurship Development Programmes	D.N.Awasthi , Jose Sebeastian	
11	The Seven Business Crisis & How to Beat Them.	V.G.Patel	

2) Video Cassettes

Sr. No.	Subject	Source
1	Five success Stories of First Generation Entrepreneurs	EDI STUDY MATERIAL
2	Assessing Entrepreneurial Competencies	

3	Business Opportunity Selection and Guidance	Ahmadabad (Near Village Bhat , Via Ahmadabad Airport & Indira Bridge), P.O. Bhat 382428 , Gujrat,India P.H. (079) 3969163, 3969153 E-mail : ediindia@sancharnet.in / olpe@ediindia.org Website : http://www.ediindia.org
4	Planning for completion & Growth	
5	Problem solving-An Entrepreneur skill	

Glossary:

Industrial Terms

Terms related to finance, materials, purchase, sales and taxes.

Components of Project Report:

1. Project Summary (One page summary of entire project)
2. Introduction (Promoters, Market Scope/ requirement)
3. Project Concept & Product (Details of product)
4. Promoters (Details of all Promoters- Qualifications, Experience, Financial strength)
5. Manufacturing Process & Technology
6. Plant & Machinery Required
7. Location & Infrastructure required
8. Manpower (Skilled, unskilled)
9. Raw materials, Consumables & Utilities
10. Working Capital Requirement (Assumptions, requirements)
11. Market (Survey, Demand & Supply)
12. Cost of Project, Source of Finance
13. Projected Profitability & Break Even Analysis
14. Conclusion.