

NIRMA UNIVERSITY
Institute of Technology
Bachelor of Technology (All)
Semester V/VI

L	T	P	C
3	0	0	3

Course Code	2HSOE51
Course Title	Entrepreneurship Development

Course Outcomes (CO):

At the end of the course, students will be able to-

1. understand and formulate entrepreneurship process
2. analyze financial and marketing feasibilities
3. evaluate business models

Syllabus:

Teaching Hours: 45

Unit I	8
Basic Entrepreneurial Concepts: Entrepreneurship: Definition and structure. Entrepreneurial culture, the concept of Entrepreneurship. Entrepreneurial Traits: Entrepreneurial Skills, Qualities and Characteristics of an Entrepreneur, Nature and Importance of entrepreneurs. Entrepreneurship as a career choice. Contribution of entrepreneurs to the Development of the Nation.	
Unit II	8
Entrepreneurship Development: entrepreneurial Environment, Meaning and Process of entrepreneurial Development. Entrepreneurial Development Training, Importance, Objectives and Methods of Training.	
Unit III	8
Project Management: Search for Business Idea, Concept of Project and classification. Project Identification and Formulation. Project Design & Network Analysis. Project Report, Project Appraisal.	
Unit IV	8
Financial Analysis: Investment Process, Break even analysis, Budget and Planning Process Sources of Development Finance, Financial Institutions.	
Unit V	8
Establishing Small Scale Industry: Location, Steps of Setting up a Small Scale Industry, Selection of Organization.	

Marketing Environment: Marketing Segmentation, Market Research, Market Planning

Self-Study:

The self-study contents will be declared at the commencement of semester. Around 10% of the questions will be asked from self-study contents.

Suggested Readings ^:

1. Desai Vasant, Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House
2. Sankar Raj, Essentials of Entrepreneurship Tata McGraw Hill Pvt. Ltd.

L = Lecture, T = Tutorial, P = Practical, C = Credit

^ this is not an exhaustive list