

## SEMESTER- VI

**COURSE CODE** :- **C 14**  
**COURSE TITLE** :- **ENTREPRENEURSHIP DEVELOPMENT**  
**CREDIT** :- **4**

Marks distribution

Full Marks: 20 (MSE) + 80 (ESE) = 100 Times: 3 hrs

Pass Marks: 45

This paper consists of 70 marks and divided into two groups:

Group-A: Objective questions (Compulsory) : 1 x 10 = 10

Group-B: Descriptive questions (6 out of 9 questions) : 7 x 10 = 70

Total = 80

The questions must cover the entire syllabus with equal distribution of marks as far as practicable.

**Module 1:** Need, scope and characteristics of Entrepreneurship, special schemes for Technical Entrepreneurs, STED. Identification of opportunity. Exposure to demand based, resource based, service based, import substitute and export promotion Industries.

**Module2:** Market survey Techniques. Need scope and approaches for project formulation. Criteria for Principles of Product selection and development. Structure of project report.

**Module3:** Choice of technology, plant and equipment. Institutions, financing procedure and financial incentives. Financial ratio and their significance.

**Module4:** Books of accounts, financial statements and funds flow analysis. Energy requirement and Utilization. Resource Management Men, Machine and Materials.

**Module5:** Critical Path Method [CPM] and Project Evaluation Review Techniques [PERT] as planning tools for establishing SSI. a) Creativity and innovation. b) Strength weakness Opportunity and Threat [SWOT] Techniques.

**Module6:** Techno – economic feasibility of the project. Plant layout and Process Planning for the product. Quality control/quality assurance and testing of product.

**Module7:** Elements of Marketing and Sales management. a) Nature of product and market strategy b) Packaging and advertising. c) After Sales service. Costing and Pricing.

**Module8:** Management of self and understanding human behavior. Sickness in small scale industries and their remedial measures. Coping with uncertainties, stress management and positive reinforcement.

a) Licensing , registration. b) Municipal bye laws and insurance coverage. Important provisions of factory Act, Sales of Goods Act, Partnership Act. a) Dilution control b) Social responsibility and business ethics.

Income Tax, Sales Tax and Excise Rules.

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Books Recommended:

Entrepreneurship Development: S.B. Khanka, EDP – Khanka and Gupta

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### **PRACTICAL: EDP**

1. Conduct of mini market survey, Data collection through questionnaire and personal visits.
2. Analysis of simple project reports, communication written and oral practices