

## 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 80 marks and divided into two groups:

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

Group-B: Descriptive questions (7 out of 10 questions) : 7 x 10 = 60

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.

**Module 2:** Market survey Techniques. Need scope and approaches for project formulation. Criteria for Principles of Product selection and development. Structure of project report.

**Module 3:** Choice of technology, plant and equipment. Institutions, financing procedure and financial incentives. Financial ratio and their significance.

**Module 4 :** Books of accounts, financial statements and funds flow analysis. Energy requirement and Utilization. Resource Management Men, Machine and Materials.

**Module 5:** 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.

**Module 6:** Techno – economic feasibility of the project. Plant layout and Process Planning for the product. Quality control/quality assurance and testing of product.

**Module 7:** Elements of Marketing and Sales management. a) Nature of product and market strategy b) Packaging and advertising. c) After Sales service. Costing and Pricing.

**Module 8:** 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