

GOVERNMENT POLYTECHNIC, PUNE
(An Autonomous Institute of Govt. of Maharashtra)

Programme	:	Diploma in CE/ EE/ET/ME/MT/CM/ IT
Programme Code	:	01/02/03/04/05/06/07/15/16/17/18/19
Name of Course	:	Entrepreneurship Development
Course Code	:	MA483

Teaching Scheme:

	Hours /Week	Total Hours
Theory	03	48
Practical	---	---

Evaluation Scheme:

	Progressive Assessment	Semester End Examination			
		Theory	Practical	Oral	Term work
Duration	Two class tests of 60 Minutes	03 Hrs.	---	---	---
Marks	20	80	---	---	---

Course Rationale:

To make the students aware of entrepreneurship as one of the career options and hence to teach them the various aspects of starting a enterprise.

Course Objectives:

After studying this course, the student will be able to

•	SWOT analysis.
•	Business Environment scanning and opportunity scanning. (Search)
•	Market assessment.
•	Project formulation.
•	Identification of product / Technology / Equipment
•	Financial Sources.
•	Sales and Marketing
•	Reasons of failure of entrepreneurs.

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Course Content:

Chapter No.	Name of Topic/Sub topic	Hrs	Marks
1.	Entrepreneurship Awareness		
	Entrepreneurship – need, scope & philosophy. Definition of an entrepreneur, attributes, Entrepreneurship. Need Analysis: Human Need, SWOT Analysis, goal setting, business environment, emerging trends, Information & collection techniques, opportunities. Role of Entrepreneur in Indian economy	08	10
2.	Starting & Identification of Project		
	Product and services, demand availability & resource requirement. Market survey technique – Identification of market, marketing trends, market survey techniques, agencies & organizations to be contacted. Product, suppliers of plant, equipment & raw material technology. Venture Capital Funding	08	14
3.	Preparation of Project report		
	Structure of project report, purpose of project report. Working & fixed capital, financial institutions, procedures & Norms for financing feasibility criteria, project planning, time management, legal formalities, municipal by laws. Safety considerations, plant layout, commissioning of plant & equipment, trial production.	10	16
4.	Information & support systems		
	Information needed & their sources. Information related to Project Information related to procedures & formalities. Support systems a) Small scale business planning Requirements b) Govt. & financial Agencies, Formalities. Role of Central Government and State Government in promoting Entrepreneurship- introduction to various incentives, subsidies and grants – Export Oriented Units – fiscal and tax concession available. Role of following agencies in the Entrepreneurship Development - District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB)	10	16
5.	Management of Enterprises		
	Forms of business Organization. Human behavior, personnel management, sales Management. Marketing practice, distribution channels, Advertisings, Packaging.	06	12
6.	Why do entrepreneurs fail?		
	The four entrepreneurial pitfalls (Peter Ducker) Case studies of successful entrepreneur. Women entrepreneurs – Reasons for low women entrepreneurs, problems & prospectus.	06	12
	Total	48	80

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Instructional Strategy:

Sr. No.	Topic	Instructional Strategy
1.	Entrepreneurship Awareness	Lecture, market survey, workshops, interviews.
2.	Starting & Identification of Project	
3.	Preparation of Project report	
4.	Information & support systems.	
5.	Management of Enterprises	
6.	Why do entrepreneurs fail?	

Text Books:

Sr. No	Author	Title	Publication
1.	S. Saini, B.S. Rathore	Entrepreneurship – Theory & Practice	

Reference Books:

Sr. No	Author	Title	Publication
1.	Vasant Dsai, Pragati Desai	Entrepreneurial development Vol. I	
2.	Vasant Dsai, Pragati Desai	Entrepreneurial development Vol. II	
3.	Vasant Dsai, Pragati Desai	Entrepreneurial development Vol. III	
4.	Colombo Staff College, Manila	Entrepreneurship Development Plan	TMH, New Delhi
5.	Jerald Greenberg, Robert A. Baron/ Carol A. Sales/ Frances A. Owen / Verlag (1999)	Behaviour in organizations, Pearson Education.	Tata Mcgraw Hill.
6.	The winning Edge, corporate creativity.	Pradip N. Kandwalla	Tata Mcgraw Hill.(2006)
7.	John L. Colley, Jacqueline L. Doyle,	Corporate Governance	Tata Mcgraw Hill. (2003)
8.	Timpe, Dale A	Creativity	M/s. Jaico Publishing House, New Delhi. Tata Mcgraw Hill. (2005),




Learning Resources: Books, Articles, Case studies

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Specification Table:

Sr. No.	Topic	Cognitive Levels			Total
		Knowledge	Comprehension	Application	
1.	Entrepreneurship Awareness	02	06	02	10
2	Starting & Identification of Project :	04	06	04	14
3.	Preparation of Project report business plan.	03	10	03	16
4	Information & support systems.	04	08	04	16
5	Management of Enterprises :	04	06	02	12
6	Why do entrepreneurs fail?	04	04	04	12
	Total	21	40	19	80

Prepared By:

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