

Semester-II, paper-7
ENTREPRENEURSHIP DEVELOPMENT SKILLS

Teaching Scheme:

Lectures: 1 Hrs / Week

Tutorial: 1 Hrs / Week

Examination Scheme:

Term Work: 25

Unit 1. (10 Hrs, 20 Marks)

Introduction, Information gathering for identification of opportunity. The concept of Entrepreneurship, Entrepreneur, Opportunity, Innovations, Characteristics of Entrepreneur.

Unit 2. (10 Hrs, 20 Marks)

The Information Sources for Business Opportunity. The unexpected sources failure, The incongruity Innovation based on process need. Change in Industrial structure or market, structure. Demographics, Changes in perception mood and means. New knowledge scientific and non scientific, Discussion for sources. Information Gathering Techniques, Identification of services for getting Business.

Unit 3. (10 Hrs, 20 Marks)

Product and Services.

Identification of services for getting Business, Specifications, Industries to be surveyed, Principles of market survey. Analysis of survey data and product service design

Unit 4. (10 Hrs, 20 Marks)

Project formulation for establishing own business or starting service. System concept and project format based on job design for manufacturing product or creating service capabilities -System concept, Project formats Job design.

Unit 5. (10 Hrs, 20 Marks)

The procedures of estimation of resources required for establishing the enterprise or starting service business - Space, Equipment, Human Resources and Financial Resources. The procedures of project report writing for getting approval from financial agencies for starting enterprise or service - Project report writing, Procedure for submitting project report to the firm.

Term work:

Short report on the information sources gathered from the newsletters, magazines or other literature Report on any one product / service, inclusive of its use, manufacturing qualities, trade names, etc.

Preparation of Performa project and format for detailed project report.