SEMESTER-VI

COURSE CODE:-C 14

COURSE TITLE:-ENTERPRENEURSHIP DEVELOPMENT

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. Financialratio 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 andtheir remedial measures.Copying 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