INSTITUTE	**DIPLOMA STUDIES**
PROGRAM	**DIPLOMA ENGINEERING (MECHANICAL ENGINEERING)**
SEMESTER	**5**
COURSE TITLE	**ENTREPRENEURSHIP DEVELOPMENT**
COURSE CODE	**09ME1507**
COURSE CREDITS	**4**

Objective:

1 Each country should aim at supplementing its programmes of statistics on employment, unemployment, underemployment and wages with statistics that provide insight into the income related to employment, for the purpose of (a) analysing the income-generating capacity of different economic activities and (b) analysing the economic well-being of persons on the basis of the employment opportunities available to them. This course deals with the key concern areas of self-employment and entrepreneurship development. This course is directed to help students to develop and shape their creativity and to understand peripheral influencing aspects.

Course Outcomes: After completion of this course, student will be able to:

1 To study self-employment and entrepreneurship development.
2 Know registration process/ procedure for enterprise and explore new enterprise.
3 Understand process of product selection and stages of product development.
4 Describe marketing and management of the critical resources
5 Know strategies to overcome risk areas
6 Analyze success and failures of entrepreneur & self employer and integrate positive conclusions

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
3	0	2	50	30	20	25	25

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Contents : Unit	Topics	Contact Hours
1	**INTRODUCTION TO SELF-EMPLOYMENT AND ENTREPRENEURSHIP DEVELOPMENT** Concept and need of self employment, Characteristics of self-employment areas for mechanical engineering field,Creativity, Innovativeness, Examples related to application in mechanical engineering field way to develop, entrepreneurship development, Scope in local and global market, Concept of productivity and its quality, Parameter affected to customer satisfaction, Classification of enterprise	8
2	**ENTREPRENEURIAL SUPPORT AGENCIES** Concept of micro, small and medium scale industries, Rules and regulation of government to register the agencies, Sources of information, Financial assistance, Technical assistance, Training, State & national level promotional schemes for establishment of new enterprise	5
3	**PROJECT SET UP PLANNING** Product selection, Concept and importance, Product development stages, Concept and importance of process selection, Factor affecting process selection, Life cycle, Flexibility, Productivity-concept & importance, Capacity planning, Methods to access estimate capacity, Selection and location of layout, Factor affecting Selection of location, Objectives, Factor affecting plant layout	10
4	**PROJECT PROPOSAL PLANNING** Concept of 7-M sources, Importance of marketing, 4Ps channel, Need of enterprise, Market-survey, Needs and method, Idea about financial management and its classification, Terminology used in financial management, Project report preparation for mechanical based product, Cost, Volume and profit analysis, Concept of preliminary project report and detail project report	8
5	**ENTERPRISE AND RISK MANAGEMENT** Strategies to overcome risk possibilities, Uncertainty and certainty of project element, Capability of decision making under risk, Different methods of risk management, SWOT analysis	5
6	**CASE STUDIES** Case studies of entrepreneur and self employer, Two for success and two for failure, Reasons for success and failures, Analyzing success and failure criteria	6
Total Hours		**42**

Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
1	**Experiment-1** To study about entrepreneurship development.	4
2	**Experiment-2** Prepare creativeness and innovativeness of given component.	4

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Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
3	**Experiment-3** Identification of self-employment areas.	4
4	**Experiment-4** Preparing project feasibility report of including technical and financial terms.	6
5	**Experiment-5** Case study about any two entrepreneurs with success and failure.	6
6	**Experiment-6** Prepare industries visit report	4
Total Hours		**28**

Textbook :

1 Self Employment and Entrepreneurship Development, D.R. Patel, Atul Prakashan, 2018

References:

1 Developing Entrepreneurship by Prateek & Co, learning systems, Delhi.

2 Entrepreneurship & Venture -Management by Clifford and Bombak, Joseph R. Momanso.

3 Small Industries management by Karmakar M.B.

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation

Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
45.00	45.00	10.00			

Instructional Method:

1 The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

2 The internal evaluation will be done on the basis of continuous evaluation of students in the laboratory and class-room.

3 Students will use supplementary resources such as online videos, NPTEL videos, e-courses, Virtual Laboratory

Supplementary Resources:

1 http://www.ediindia.org

2 http://niesbud.nic.in/docs/SelfEmploymentBook.pdf

3 http://smallb.in/

Supplementary Resources:

4 http://www.msme.gov.in/

5 http://nimsme.org/

6 http://www.nsic.co.in

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