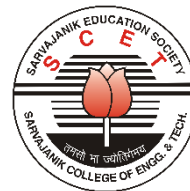




SARVAJANIK UNIVERSITY
Sarvajanic College of Engineering and Technology
Bachelor of Technology



B. Tech. – I Year Semester II

Subject Name: Entrepreneurship and Start-up

Subject Code: BTAS10281

Type of course: HSM: Humanities and Social Science including Management

Prerequisite: Zeal to learn the subject.

Rationale: Entrepreneurship and start-up subject is introduced with motive to develop entrepreneurial attitude in today's competitive environment. Further this subject creates awareness about business strategies.

Teaching and Examination Scheme:

				Theory Marks		Practical Marks		Total
L	T	P	C	TEE	CAT	TEP	CAP	
2	0	0	2	60	40	00	00	100

CAP: Continuous Assessment Theory (assignments/projects/open book tests/closed book tests

TEE: Term End Examination **TEP:** Term End Practical Exam (Performance and viva on practical skills learned in course) **CAP:** Regular submission of Lab work/Quality of work submitted/Active participation in lab sessions/viva on practical skills learned in course

Content:

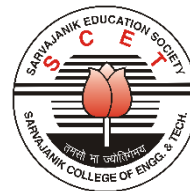
Sr. No.	Topics	Teaching Hrs.	Module Weightage
1.	Entrepreneur: Concept, functions, types, characteristics, qualities and role, entrepreneur vis-à-vis professional manager, entrepreneur, entrepreneurial competencies; entrepreneur and entrepreneurship – factors, barriers & problems and process of entrepreneurship, growth of entrepreneurship in India.	6	20
2	Starting the venture: Generating business idea–sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis.	6	15
3.	Functions of Marketing: Marketing vs sales, marketing philosophies, 4 Ps of marketing.	3	15
4.	Financial Management: Concept, scope, objective and significance of financial management, profit maximization vs. wealth maximization, functions of finance manager in modern age, key financial decision areas, risk and return analysis-PBP, NPV ,IRR Methods	6	20
5.	Production Management: Objective, scope, project management- CPM & PERT Technique	5	20
6	Feasibility study: Market feasibility, Technical / operational feasibility, Financial feasibility; drawing business plan; preparing project report; presenting business plan to investors.	4	10

HSM: Humanities and Social Science including Management

W.e.f. AY 2023-24



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Suggested Specification Table of Marks as per Bloom’s Taxonomy (Theory/Practical):

% Distribution of Marks					
R Level	U Level	A Level	N Level	E Level	C Level
10	50	10	30	0	0

Legends: **R:** Remembrance, **U:** Understanding; **A:** Application, **N:** Analyze, **E:** Evaluate **C:** Create and above Levels.

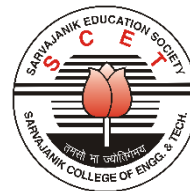
Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Reference Books:

Sr. No.	Title of book /article	Author(s)	Publisher and details like ISBN	Year of publication	Publication Edition
1.	Financial Management	Prasanna Chandra,	Tata McGraw-Hill, 978-0-07-065665-9	2007	Latest
2.	Financial Management	I M Pandey,	Vikas Publishing House, 978-9-32-598229-1	2018	Latest
3.	Entrepreneurship Development	Vasant Desai	HPH, 817-0-4-0289-1	2019	Latest
4.	Essentials of Human Resource Management	C.B.Gupta	Sultan Chand & Sons, 978-9-35-161123-3	2018	Latest
5.	Marketing Management	Philip kotler,	Pearson Publication,978-9332557185	2015	Latest
6.	New Venture Creation: Entrepreneurship for the 21st Century	Timmons, Jeffry A. and Spinelli, Stephen Jr	McGraw-Hill, 978-0-07- 802910-3	2015	Latest



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Course Outcome:

Sr. No.	CO Statement After learning this subject, students will be able to	Marks % weightage
CO-1	Identify the pros and cons of developing a business plan. (R,U,A -Cognitive level)	20
CO-2	Analyze management issues for solving decision making problems. (U,A,N -Cognitive level)	20
CO-3	Evaluate different strategic business plans. (U,AmN -Cognitive level)	15
CO-4	Sketch the financial concepts & techniques to solve the problems in an industry(R,U,A -Cognitive level)	15
CO-5	Communicate business plan effectively to financiers & other stake holders. (R,U,A -Cognitive level)	30

Mapping with POs:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO-1	0	2	0	0	0	2	2	3	2	2	3	3	0	0	0
CO-2	0	1	0	0	0	2	1	2	1	1	2	2	0	0	0
CO-3	0	0	0	0	0	3	1	2	1	3	3	1	0	0	0
CO-4	0	1	0	0	0	2	1	1	2	2	2	2	0	0	0
CO-5	0	1	0	0	0	2	2	3	3	2	3	3	0	0	0
Rationale*	0	5	0	0	0	11	6	11	9	10	13	11	0	0	0

***Rationale:** students increase their awareness and deliberately practice the skills and disciplines necessary to increase confidence and agency; foster self-efficacy and self-advocacy; improve communication and problem-solving skills, manage strong impulses and feelings; and identify personal purpose and social purpose.

List of Open Source/Learning website:

List of Open Software: Nil