



Visvesvaraya Technological University

"Jnana Sangama" Belagavi-590018, Karnataka State, India

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Ref: VTU/Aca/A-9/2019-20/ 397

Dated: 22 APR 2021

CIRCULAR

Subject: Missing syllabus of subject **18ME646 Entrepreneurship Development** regarding...

Reference:

1. Chairpersons email dated 09.04.2021
2. Hon'ble Vice-Chancellor Approval Dated 20.04.2021

Concerning the subject cited above, the missing syllabus of subject **18ME646 Entrepreneurship Development** of Mechanical Engineering programme has been enclosed with this circular for reference.

You are hereby informed to bring this to the notice of the concerned. The updated 2017-18 scheme and syllabus of Mechanical Engineering is made available for students and staffs concerned on the web portal of VTU with the following link- <https://vtu.ac.in/en/b-e-scheme-syllabus/#menu0> and also @ <https://vtu.ac.in/en/category/administration-circulars/>

Encl: As mentioned above

Sd/-

REGISTRAR

To,
The Principal of Constituent and Affiliated Engineering Colleges of VTU Belagavi

CC to

1. Hon'ble Vice-Chancellor through the secretary to VC for information
2. The Registrar(Evaluation) VTU Belagavi for information and needful
3. The Chairperson BOS in Mechanical Engineering for information
4. Special Officer, Academic Section for information
5. The special officer CNC to upload the circular on VTU web portal

REGISTRAR

<p align="center">B. E. MECHANICAL ENGINEERING Choice Based Credit System (CBCS) and Outcome Based Education (OBE) SEMESTER - VI Professional Elective- 1</p>			
<p align="center">ENTREPRENEURSHIP DEVELOPMENT</p>			
Course Code	18ME646	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:0	SEE Marks	60
Credits	03	Exam Hours	03
<p>Course Learning Objectives:</p> <ul style="list-style-type: none"> • To enable the students to understand the concept of Entrepreneur and Entrepreneurship and relevant roles • To enable the students to learn creativity and entrepreneurial plan including Project Feasibility and Project Appraisal • To enable the students to understand Corporate entrepreneurship and issues related to Corporate entrepreneurship • To enable the students to understand Family and Non Family Entrepreneur & Women entrepreneurs and women entrepreneurs in India • To enable the students to understand International Entrepreneurship Opportunities and Case studies on Indian Start ups 			
Module-1			
<p>Entrepreneurship: Definition of Entrepreneur, Internal and External Factors, Functions of an Entrepreneur, Entrepreneurial motivation and Barriers, Classification of Entrepreneurship, Theory of Entrepreneurship, Concept of Entrepreneurship, Development of entrepreneurship; Concept of entrepreneur ,Manager and Intrapreneur(differences in their roles, responsibilities and Career Opportunities)</p>			
Module-2			
<p>Creativity and Entrepreneurial Plan: The business plan as an entrepreneurial tool, Contents of a business plan, Idea Generation, Screening and Project Identification, Creative Performance, Feasibility Analysis: Economic, Marketing, Financial and Technical; Project Planning: Evaluation, Monitoring and Control segmentation. Creative Problem Solving: Heuristics, Brainstorming, Syntectics, Value Analysis, Innovation. Project Feasibility and Project Appraisal.</p>			
Module-3			
<p>Corporate entrepreneurship: Introduction, Flavors of corporate entrepreneurship, Corporate venturing, Intrapreneurship, organizational transformation, Industry rule bending, Need for corporate entrepreneurship, domain of corporate entrepreneurship, conditions favorable for Corporate entrepreneurship, benefits of Corporate entrepreneurship, issues related to Corporate entrepreneurship.</p>			
Module-4			
<p>Family and Non Family Entrepreneur & Women entrepreneurs:Role of Professionals, Professionalism vs family entrepreneurs, Role of Woman entrepreneur, , Factors influencing women entrepreneur, Challenges for women entrepreneurs, Growth and development of women entrepreneurs in India</p>			
Module-5			
<p>International Entrepreneurship Opportunities: The nature of international entrepreneurship, Importance of international business to the firm, International versus domestic' entrepreneurship, Stages of economic development. Institutional support for new ventures: Supporting Organizations; Incentives and facilities; Financial Institutions and Small scale Industries, Govt. Policies for SSIs. Case studies on Indian Start ups</p>			

Course outcomes:

At the end of the course the student will be able to:

1. understand the concept of Entrepreneur and Entrepreneurship and relevant roles
2. learn creativity and entrepreneurial plan including Project Feasibility and Project Appraisal
3. understand Corporate entrepreneurship and issues related to Corporate entrepreneurship
4. understand Family and Non Family Entrepreneur & Women entrepreneurs and women entrepreneurs in India
5. understand International Entrepreneurship Opportunities and Case studies on Indian Start ups

Question paper pattern:

- The question paper will have ten full questions carrying equal marks.
- Each full question will be for 20 marks.
- There will be two full questions (with a maximum of four sub- questions) from each module.
- Each full question will have sub- question covering all the topics under a module. • The students will have to answer five full questions, selecting one full question from each module.

Text Books

Sl. No	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
01	Dynamics of Entrepreneurship Development	Vasant Desai	Himalaya Publication house	2011
02	Entrepreneurship , New Venture Creation	David Holt	Prentice Hall India	1991
03	Entrepreneurial Development	S.S. Khanka	S.Chand& Company Ltd. New Delhi	2013
04	Innovation and Entrepreneurship	Peter F. Drucker	Butterworth-Heinemann	2006

Reference Books

Sl. No	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
01	Entrepreneurship – Theory, Process and Practice	Donald F Kuratko	Cengage Learning	9th Edition, 2014
02	“Entrepreneurship	Rajeev Roy	Oxford University Press	2nd Edition, 2011
03	“Entrepreneurship theory at cross roads: paradigms and praxis	Mathew J Manimala	Dream tech,	2 Edition 2005
04	Entrepreneurship	Hisrich R D, Peters MP	Tata McGraw-Hill	8th Edition 2013.