



Semester – VI

Subject Name: Entrepreneurship in Engineering

Subject Code: 09CI1603

Diploma Branches in which this subject is offered: Civil Engineering

Objective: Objectives of introducing this subject at third year level in Civil Engineering are:

- To prepare student to develop their own business.
- To develop business skill in student.

Credits Earned: 2

Course Outcomes:

On the completion of the course student will be able to:

- Appreciate the concept of entrepreneurship.
- Identify entrepreneurship opportunity.
- Understand market survey.
- Develop awareness about entrepreneur management.
- Collect and use information to prepare project report for business venture.

Teaching and Examination Scheme

Teaching Scheme (Hours)			Credits	Theory Marks			Tutorial/ Practical Marks		Total Marks
Theory	Tutorial	Practical		ESE	IA	CSE	Viva	Term work	
2	0	0	2	50	30	20	00	00	100



Contents:

Unit	Topics	Contact hours	Weight age (%)
1	Introduction <ul style="list-style-type: none">• Definition of entrepreneurship• Characteristic of entrepreneurship• Function of an entrepreneurship• Barriers of entrepreneurship• Introduction to self-employment.	6	21
2	From Business to opportunity <ul style="list-style-type: none">• Identifying trend idea and opportunity in civil engineering.• Creative technique for idea generation.• Evaluate business opportunity in civil engineering.• Use of SWOT analysis.	4	16
3	Market Assessment and product feasibility <ul style="list-style-type: none">• Marketing Concept and importance.• Market identification in civil engineering.• Customer needs assessment• Market Survey in civil engineering• Meaning and definition of product feasibility.• Technical, market, financial feasibility including break even analysis in civil engineering.	6	21
4	Support system <ul style="list-style-type: none">• Information source Information related to project, procedures and formulation.• Support system• Business Planning & requirement for setting up an SSI.• Government and institutional agencies, statutory requirement and agencies.	6	21
5	Project/Business Plan <ul style="list-style-type: none">• Meaning and importance.• Concept of vision and mission.• Components of project report/profile.• Essential role of entrepreneur in managing enterprise.• Global opportunities.• Step in starting small scale industry.	6	21



Suggested Theory distribution:

The suggested theory distribution as per Bloom's taxonomy is as per 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	Understand	Apply	Analyse	Evaluate	Create
35%	40%	15%	10%	0%	0%

Instructional Method:

- 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.
- The internal evaluation will be done on the basis of continuous evaluation of students in the laboratory and class-room.
- Practical examination will be conducted at the end of semester for evaluation of performance of students in laboratory.
- Students will use supplementary resources such as online videos, videos, e-courses.

Reference Books:

Sr. No.	Title of Books	Author	Publication
1.	Entrepreneur Development	Preferred By Colombo plan staff college of technical education	Tata Mc Graw Hill Publication Co. Itd
2.	Manual on how to prepare Project report	J. B. Patel	EDI Study Material Ahmadabad
3.	Handbook on New Entrepreneur	P. C. Jain	EDI Study Material Ahmadabad