

INSTITUTE	DIPLOMA STUDIES
PROGRAM	DIPLOMA ENGINEERING (CIVIL ENGINEERING)
SEMESTER	5
COURSE TITLE	ENTREPRENEURSHIP AND START-UPS
COURSE CODE	09CI0512
COURSE CREDITS	2

Objective:

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

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

- 1 Understand the concept of entrepreneurship.
- 2 Identify entrepreneurship opportunity.
- 3 Strategic market survey.
- 4 Creating business plan.

Pre-requisite of course:no prerequisite knowledge required

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
0	0	4	0	0	0	50	50

Contents : Unit	Topics	Contact Hours
Total Hours		

Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
1	Introduction Entrepreneurship definition, characteristics, functions, and barriers., Introduction to self-employment, Activity on any one entrepreneurship idea	8
2	From Business to opportunity Identifying trend idea and opportunity in civil engineering. , Creative technique for idea generation., Evaluate business opportunity in civil engineering. , Use of SWOT analysis., SWOT analysis chart on the entrepreneurship idea.	10

Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
3	Market Assessment and product feasibility 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, Detailed market survey for the entrepreneurship idea, • Report on detailed marketing strategy with funding	12
4	Support system Government and institutional agencies, statutory requirement and agencies., Report on government assistance for the entrepreneurship idea.	6
5	Business plan creation Essential role of entrepreneur in managing enterprise., Global opportunities in numerous fields, Enterprise startup plan., Financial planning of the entrepreneurship idea, Entrepreneurship report presentation	12
Total Hours		48

Textbook :

- 1 Entrepreneur Development , Preferred By Colombo plan staff college of technical education , Tata Mc Graw Hill Publication Co. Ltd , 2019
- 2 Handbook on New Entrepreneur, P. C. Jain, "EDI Study Material Ahmadabad", 2021

References:

- 1 Manual on how to prepare Project report , Manual on how to prepare Project report , J. B. Patel , EDI Study Material Ahmadabad , 2019
- 2 Entrepreneurship for Engineers , Entrepreneurship for Engineers , Uchino, CRC Press, 2020

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					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	40.00	20.00	20.00	0.00	0.00

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 Practical examination will be conducted at the end of semester for evaluation of performance of students in laboratory
- 4 Students will use supplementary resources such as online videos, videos, e-courses

Supplementary Resources:

- 1 https://onlinecourses.nptel.ac.in/noc21_mg70/preview