



Lok Jagruti Kendra University
University with a Difference

Diploma in Automation & Robotics



Course Code: 025120502
Entrepreneurship & Start-up

Programme / Branch Name			Diploma in Automation & Robotics			
Course Name	Entrepreneurship & Start-up				Course Code	025120502
Course Type	HSSC	BSC	ESC	PCC	OEC	PEC

Legends: HSSC: Humanities and Social Sciences Courses BSC: Basic Science Courses
 ESC: Engineering Science Courses PCC: Program Core Courses
 OEC: Open Elective Courses PEC: Program Elective Courses

1. Teaching and Evaluation Scheme

Teaching Hours / Week				Evaluation Scheme			
L	T	P	Total Credit	CCE	SEE (Th)	SEE (Pr)	TOTAL
3	0	2	4	50	50	50	150

Legends:

L: Lectures T: Tutorial P: Practical
 CCE: Continuous & Comprehensive Evaluation
 SEE (Th): Semester End Evaluation (Theory)
 SEE (Pr): Semester End Evaluation (Practical)

2. Prerequisites

- ✓ Professional Practices
- ✓ Management Skills

3. Rationale

To convert a developing country into a developed country need to work at grass root level. Concept of Entrepreneurship Development is one of the key aspects for economic growth of country. Self-Employment is also one of the aspect which can deal with the unemployment. Self-Employment & Entrepreneurship Development both can provide vision of self-earning/establishment as well as job creation.

4. Objectives

- ✓ To understand the importance of Self-Employment & its need in current scenario
- ✓ To adopt an Entrepreneurship as one of the opportunity to reduce the rate of unemployment
- ✓ To know the support offered by the Government Agencies
- ✓ To learn the concept of MSME & different enterprise
- ✓ To learn the resource management for enterprise
- ✓ To understand the importance of startup & product development

5. Contents

Unit No.	Topics	Sub-Topics	Learning Outcome	% Weightage	Hours
1.	Introduction to Self-Employment	1.1 Concept of Self-Employment 1.2 Characteristics of Self-Employment 1.3 Need of Self-Employment 1.4 Areas of Self-Employment 1.5 Creativity – Idea Generation 1.5.1 Concept of Creativity 1.5.2 Methods to Develop Creativity 1.6 Innovativeness 1.6.1 Concept of Innovation 1.6.2 Methods to Develop Innovativeness	To understand the importance of Self-Employment, Creativity & Innovation	20	8
2.	Entrepreneurship Development	2.1 Concept of Entrepreneurship Development 2.2 Need of Entrepreneurship Development 2.3 Characteristics of Entrepreneurship Development 2.4 Barriers to Entrepreneurship Development 2.5 Qualities of Entrepreneur 2.6 Johari Window	To understand the importance of Entrepreneurship Development & Enterprise	20	8
3.	Resource & Risk Management	3.1 7-M Resources 3.2 Marketing Management 3.2.1 Definition 3.2.2 Types 3.3 Financial Management 3.4 Market Survey 3.4.1 Concept 3.4.2 Need 3.4.3 Methods 3.5 Feasibility Study 3.5.1 Concept 3.5.2 Types 3.6 Risk Management 3.6.1 Concept 3.6.2 Uncertainty & Certainty 3.7 SWOT Analysis	- Understand the importance & implementation of different resources adequately - Understand the methods & execution of market survey - Importance of Feasibility Study - Understand the concept of Risk & SWOT analysis	25	12
4.	Setting up of Micro Small Medium Enterprise (MSME)	4.1 Concept of MSME 4.2 Definition of MSME 4.3 Types of Enterprise based on Ownership 4.3 Registration Process of MSME	Understand the basic concept of MSME	15	6

		4.4 Support Agencies 4.2.1 Types of Agencies at National Level 4.2.2 Types of Agencies at State Level	- Understand the types Enterprise - Importance of support agencies for enterprise		
5.	Introduction to Startup	5.1 Definition of Startup 5.2 Importance of Startup 5.3 Stages of Startup 5.4 Stages of Product Development 5.4 Benefits of Startup 5.5 Barriers of Startup 5.6 Registration & Schemes for Startup 5.7 Case Study	- Understand the importance of Startup in current scenario - Understand the concept of product development - Learning through case studies.	20	8

Total Hours 42

6. List of Practicals / Exercises

The practicals/exercises have been properly designed and implemented in an attempt to develop different types of skills, so that students can acquire the competencies/programme outcomes. Following is the list of practicals/exercises.

Sr. No	Practical / Exercises	Key Competency	Hours
1.	Think out of the box - List uses of product/services other than pre-defined.	Creativity & Mental Skill	4
2.	Imagine out of the box - List innovations of product/process/service.	Innovation & Mind Power	4
3.	Identification of Area for Self Employment or Entrepreneurship Development through Market Survey.	Marketing Management & Resource Management	6
4.	Prepare Feasibility Study Report of Area for Self Employment or Entrepreneurship Development.	Technical, Marketing & Financial Management	6
5.	Evaluate, Explain & Present Case Study for Startup/Company.	Evaluation & Analysis of Data	8

Total Hours 28

7. Suggested Specification Table for Evaluation Scheme

Unit No.	Unit Name	Distribution of Topics According to Bloom's Taxonomy					
		R %	U %	Ap %	C %	E %	An %
1.	Introduction to Self-Employment	10	30	20	30	5	5
2.	Entrepreneurship Development	15	35	20	5	15	10
3.	Resource & Risk Management	10	15	20	20	15	20
4.	Setting up of Micro Small Medium Enterprise (MSME)	40	40	10	-	-	10
5.	Introduction to Startup	20	30	10	15	5	20

Legends: R: Remembering U: Understanding
 App: Applying C: Creating
 E: Evaluating An: Analyzing

8. Textbooks

- 1) Entrepreneurship Development & Management by R.K. Singhal, Katson Books.

9. Reference Books

- 1) Entrepreneurship by Robert D. Hisrich, Mathwe J. Manimalaet & others, Eleventh Edition, McGraw Hill Education (India) Private Limited
- 2) Entrepreneurial Development by C.B. Gupta & Srinivasan, S Chand & Co. Ltd.
- 3) Creativity by Pradip Khandwala
- 4) Entrepreneurship A South Asian Perspective, D.F. Kuratko and T.V. Rao, Cengage Learning India Pvt. Ltd.

10. Open Sources (Website, Video, Movie)

- 1) <https://youtu.be/xNB0p4bE3ng>
- 2) <https://youtu.be/I6IOs4LVETI>
- 3) <https://youtu.be/6DsfZA5OmjQ>
- 4) <https://youtu.be/uuHAWco5c8o>
- 5) <https://youtu.be/wbkpaA6LH80>
- 6) <https://youtu.be/bIsk0yeww7o>
- 7) <https://ced.gujarat.gov.in>
- 8) <https://www.ediindia.org>
- 9) <https://niesbud.nic.in>
- 10) <https://msde.gov.in/en>