

**0944 -DIPLOMA IN INFORMATION TECHNOLOGY & ENGINEERING**  
**SEMESTER -I**  
**094465 -ENTREPRENEURSHIP DEVELOPMENT AND**  
**MANAGEMENT**

**RATIONALE**

Entrepreneurship Development and Management is one of the core competencies of technical human resource. Creating awareness regarding entrepreneurial traits, entrepreneurial support system, opportunity identification, project report preparation and understanding of legal and managerial aspects can be helpful in motivating technical/ vocational stream students to start their own small scale business/enterprise. Based on the broad competencies listed above, following detailed contents are arrived to develop the stated competencies.

**DETAILED CONTENTS**

**(1) Entrepreneurship**

- 1.1 Concept/Meaning
- 1.2 Need
- 1.3 Competencies/qualities of an entrepreneur

**(2) Entrepreneurial Support System**

- 2.1 District Industry Centers (DICs)
- 2.2 Commercial Banks
- 2.3 State Financial Corporations
- 2.4 Small Industries Service Institutes (SISIs), Small Industries Development Bank of India (SIDBI), National Bank for Agriculture and Rural Development (NABARD), National Small Industries Corporation (NSIC) and other relevant institutions/organizations at State level

**(3) Market Survey and Opportunity Identification (Business Planning)**

- 3.1 How to start a small scale industry
- 3.2 Procedures for registration of small scale industry
- 3.3 List of items reserved for exclusive manufacture in small scale industry
- 3.4 Assessment of demand and supply in potential areas of growth
- 3.5 Understanding business opportunity
- 3.6 Considerations in product selection
- 3.7 Data collection for setting up small ventures

**(4) Project Report Preparation**

- 4.1 Preliminary Project Report
- 4.2 Techno-Economic feasibility report
- 4.3 Project Viability

**(5) Managerial Aspects of Small Business**

- 5.1 Principles of Management (Definition, functions of management viz planning, organisation, coordination and control)
- 5.2 Operational Aspects of Production
- 5.3 Inventory Management

- 5.4 Basic principles of financial management
- 5.5 Marketing Techniques
- 5.6 Personnel Management
- 5.7 Importance of Communication in business

**(6) Legal Aspects of Small Business**

- 6.1 Elementary knowledge of Income Tax, Sales Tax, Patent Rules, Excise Rules
- 6.2 Factory Act and Payment of Wages Act

**(7) Environmental considerations**

- 7.1 Concept of ecology and environment
- 7.2 Factors contributing to Air, Water, Noise pollution
- 7.3 Air, water and noise pollution standards and control
- 7.4 Personal Protection Equipment (PPEs) for safety at work places

**(8) Miscellaneous**

- 8.1 Human relations and performance in organization
- 8.2 Industrial Relations and Disputes
- 8.3 Relations with subordinates, peers and superiors
- 8.4 Motivation – Incentives, Rewards, Job Satisfaction
- 8.5 Leadership
- 8.6 Labour Welfare
- 8.7 Workers participation in management

**(9) Motivation**

- 9.1 Factors determining motivation
- 9.2 Characteristics of motivation
- 9.3 Methods of improving motivation
- 9.4 Incentives – pay, promotion, rewards

**(10) Leadership**

- 10.1 Need for leadership
- 10.2 Functions of a leader
- 10.3 Factors to be considered for accomplishing effective leadership

**RECOMMENDED BOOKS**

- 1. A Handbook of Entrepreneurship, Edited by BS Rathore and Dr JS Saini; Aapga Publications, Panchkula (Haryana)
- 2. Entrepreneurship Development by CB Gupta and P Srinivasan, Sultan Chand and Sons, New Delhi
- 3. Environmental Engineering and Management by Suresh K Dhamija, SK Kataria and Sons, New Delhi
- 4. Environmental and Pollution Awareness by Sharma BR, Satya Prakashan , New Delhi
- 5. Thakur Kailash, Environmental Protection Law and policy in India: Deep and Deep Publications, New Delhi
- 6. Handbook of Small Scale Industry by PM Bhandari
- 7. Marketing Management by Philip Kotler, Prentice Hall of India, New Delhi
- 8. Total Quality Management by Dr DD Sharma, Sultan Chand and Sons, New Delhi.

9. Principles of Management by Philip Kotler TEE Publication