

VEER NARMAD SOUTH GUJARAT UNIVERSITY

B. E. III (TEXTILE PROCESSING) Semester - V MG - 505, ENTREPRENEURSHIP DEVELOPMENT

Teaching Scheme (No. Of Contact hr.)			Theory Exam		Practical/Quiz/Viva Exam		Grand Total
			Duration (hr.)	Marks	Sem. End Exam	Cont. Int. Evaluation	
Theory	Tut.	Pract.					
3	1	-	3	100	-	-	100

Theory

1. Entrepreneur :-

- His qualities and function.
- Entrepreneurial environment.

2. Implication of Economic and Industrial Policies.

3. Small Scale Industry : Its growth and significant.

- Its growth in India.
- Government policies.
- Contribution of small scale Industries in economics development.

4. Agencies For Promotion & Developments :

- Government and non-government schemes.
- Infrastructure - financial institutions
- Technical consultancy.

5. Planning & Preparation Of Project Report :

- Selection of project.
- Preparations of project report.
- Action plan of implementation of project

6. Plant Lay Out : Acquisition of technology and machinery.

7. Cost Control & Monitoring :

- Elements of cost
- Break even point
- Budgeting, Budgetary control
- Monitoring progress of project

8. Sales Techniques & Promotion :

- Sales forecast
- Sales promotion techniques
- Channels of distributions
- Market research.

9. Man-power Management & Industrial Relation :

- Recruitment, Training, Placement.
- Industrial relation causes and industrial disputes.
- Industrial laws, Industrial Dispute Act, Factory Act, Workmen Compensation Act.
- Unionism, Role of Trade Union for maintaining industrial peace.

10. Business Crisis :

- Industrial sickness
- Rehabilitation measu