

GANPAT UNIVERSITY									
FACULTY OF ENGINEERING & TECHNOLOGY									
Programme		Bachelor of Technology			Branch/Spec.		Computer Science & Engineering (CSE/BDA/CS/AI&ML)		
Semester		III			Version		1.1.1.0		
Effective from Academic Year			2026-27		Effective for the batch Admitted in			June 2025	
Subject code		2HS309		Subject Name		ENTREPRENEURSHIP DEVELOPMENT			
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture (DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	3	0	0	0	3	Theory	40	60	100
Hours	3	0	0	0	3	Practical	0	0	0
Pre-requisites:									
Basic concepts on Business									
Learning Outcomes:									
After Successful completion of the course, students will be able to:									
<ul style="list-style-type: none"> <li>Understand idea generation and will get creative and innovative skills</li> <li>Differentiate between business opportunities and successful growth stories</li> <li>Apply these concepts, to start an enterprise and design business plans that are suitable for funding by considering all dimensions of business.</li> <li>Demonstrate entrepreneurial process by way of studying different case studies and find exceptions to the process</li> </ul>									
Theory syllabus									
<b>Unit</b>	<b>Content</b>								<b>Hrs</b>
<b>1</b>	<b>Introduction to Economics</b> Definitions, Nature, Scope, Difference between Microeconomics & Macroeconomics Theory of Demand & Supply; meaning, determinants, law of demand, law of supply, equilibrium between demand & supply Elasticity; elasticity of demand, price elasticity, income elasticity, cross elasticity								<b>5</b>
<b>2</b>	<b>Theory of production</b> Production function, meaning, factors of production (meaning & characteristics of Land, Labour, capital & entrepreneur), Law of variable proportions & law of returns to scale Cost; meaning, short run & long run cost, fixed cost, variable cost, total cost, average cost, marginal cost, opportunity cost. Break even analysis; meaning, explanation, numerical								<b>5</b>
<b>3</b>	<b>Entrepreneurship</b> Definition, Steps towards successful enterprise, opportunity identification, various analytics to be performed for idea validation <b>Markets</b> Meaning, types of markets & their characteristics (Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly)								<b>5</b>
<b>4</b>	<b>Business Plan and Idea Presentation</b> Transforming idea to plan on paper, various reports for validation of business, presenting and pitching idea								<b>5</b>
<b>5</b>	<b>Company Formation to Liquidation</b> Stages of idea stage to fully scaled corporation, types of company and their difference in specifications, legislation and legal precautions, funding sources, stages of funding, various methods of collaborations, disinvestment, winding company								<b>5</b>

<b>6</b>	<b>Business operations, Project Management and Organizational Structure</b> Establishment of standard operating procedures, project management methodologies and tools, various organizational structure and role of each position in an enterprise.	<b>5</b>										
<b>7</b>	<b>E-commerce as an opportunity</b> Various ecommerce models, transforming traditional business to online platforms, limitations and opportunities in ecommerce	<b>3</b>										
<b>8</b>	<b>Sales and Marketing Fundamentals and Methodologies</b> Difference between sales and marketing, methods and models of sales and marketing for product and services, targeting international market	<b>3</b>										
<b>9</b>	<b>Quality assurance</b> Quality standards, ISO standard and certificates, methods of examining product quality	<b>3</b>										
<b>10</b>	<b>Project</b>	<b>6</b>										
<b>Text Books</b>												
<b>1</b>	Entrepreneurship - Successfully Launching New Ventures by Bruce R. Barringer, R. Duane Ireland											
<b>2</b>	Engineering Economics, R.Paneerselvam, PHI publication											
<b>3</b>	Poornima M Charantimath, "Entrepreneurship development small business enterprises", Pearson											
<b>Reference Books</b>												
<b>1</b>	Fundamentals of Management: Essential Concepts and Applications, Pearson Education, Robbins, S.P. and Decenzo David A.											
<b>2</b>	Economics: Principles of Economics, N Gregory Mankiw, Cengage Learning											
<b>3</b>	Principles and Practices of Management by L.M.Prasad											
<b>4</b>	Principles of Management by Tripathy and Reddy											
<b>5</b>	Modern Economic Theory, By Dr. K. K. Dewett & M. H. Navalur, S. Chand Publications											
<b>Course Outcomes</b>												
COs	Description											
CO1	Understand idea generation and will get creative and innovative skills											
CO2	Differentiate between business opportunities and successful growth stories											
CO3	Apply these concepts, to start an enterprise and design business plans that are suitable for funding by considering all dimensions of business.											
CO4	Demonstrate entrepreneurial process by way of studying different case studies and find exceptions to the process											
<b>Mapping of CO and PO:</b>												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	0	2	2	2	2	3	3	3	2	2
CO2	2	2	1	2	2	2	2	2	1	2	2	1
CO3	3	2	0	3	2	2	3	2	3	3	3	3
CO4	3	2	0	2	2	2	2	1	1	2	1	2