

12/12/14

Respected Madam,

This is to inform you that: [T.Y.B.Sc.](#) Industrial Microbiology (Vocational Course) syllabus does not need to be changed. The syllabus can be kept the same as the latest one that is already posted on the Savitribai Phule Pune University website presently.

The only changes that will be made will be for the Entrepreneurship Development Course (as discussed mutually in the recent meetings of the Board).

Thank you,

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12/12/14

T Y B Sc Industrial Micro Biology(Vocational)

Semester IV Paper VI

Entrepreneurship Development

Entrepreneurship is a tremendous force that can have a big impact in growth, recovery, and societal progress by fuelling innovation, employment generation and social empowerment.

Through entrepreneurship education, young people, including those with disabilities, learn organizational skills, including time management, leadership development and interpersonal skills, all of which are highly transferable skills sought by employers.

The syllabus for T.Y.B.Sc., Vocational students thus is aimed at creating an awareness amongst the students about the benefits of becoming an entrepreneur and at the same time equip them with information about a good and a viable opportunity; making a business plan by assessing the techno-economic feasibility, seeking financial assistance, variety of procedures and formalities for setting up an Small Scale enterprise, taking decisions in such a manner so that entrepreneurship becomes a life time career goal.

OBJECTIVES:

- To create awareness about self-employment and motivate the students to go for self-employment.
- To study entrepreneurship concepts and their applicability.
- To familiarize the students to the practical world of enterprise/business.

1. INTRODUCTION:

Concept of entrepreneurship, Historical background, need and scope of entrepreneurship in modern society, Entrepreneurial behavior, attributes and skills.

Key elements of entrepreneur, Entrepreneurial process, Entrepreneurial culture,

Environment of Entrepreneurship, Socio economic origins of Entrepreneurship,

Barriers of Entrepreneurship and means to reduce those, types of Entrepreneurs, Characteristics of Entrepreneur.

8 Lectures

2. BUSINESS ORGANIZATIONS:

Forms of business organizations such as sole proprietorship, partnership, Joint Stock Company, cooperative organization etc.

Meaning and definition, Relative merits and demerits of each form, ,

Types of Small Scale Industry.

3 Lectures

3. Study of organizations promoting Entrepreneurship

Sources of Information: Where to go for what?

- a) District Industry Centre (DIC)
- b) Maharashtra Industrial Development Corporation (MIDC)
- c) Maharashtra State Small Industries Development Corporation (MSSI DC)
- d) Small Industries Services Institute (SISI)
- e) National Institutes of Entrepreneurship and Small business Development (NIESBUD)
- f) National Entrepreneurship Development Board (12) (NEDB)

- g) Entrepreneurship Development Institute of India
 - h) Commercial and Co-operative Banks
 - i) State Industrial Development Bank (SIDBI)
 - j) Pollution Control Board
- 3 Lectures

Legal Aspects of Small Business:

Elementary knowledge of Income Tax, Sales Tax, VAT, Service Tax, Patent Rules, Excise Rules, Factory Act and Payment of Wages Act, TDS act Procedures for registration of SSI, TDS no, PAN no.

2 Lectures

3. ENTREPRENEURSHIP DEVELOPMENT:

Identification of opportunities for entrepreneurship, ideas to start new business, criteria for selection of new product or service, Market Survey as a tool, Technical and economic feasibility of a project, Role of consultancy organizations.

8 Lectures

Project formulation and project report preparation (Use guidelines given in Schedule II)

4 Lectures

4. FINANCIAL ASPECTS:

Govt/Public sources of finance

Sources of finance, Role of various funding agencies, government and commercial Role of various funding corporations and funding institutes such as chamber of commerce, MSFC, MCED, NSSIDC, Banks, special institutes such as IDBI, MIDC, SICOM etc, Working capital, cash flow, fund flow, study of basic financial statements, costing and pricing, breakeven point, SWOT analysis.

Private Sources

1. Equity –Angel finance , Venture capital
2. Debt Finance – Loans from banks loan against co-lateral security, PMYR-Loans with subsidy from Central GOVT, State Govt , CGTSME(Central Grant For Small Medium Enterprise)

8 Lectures

5. MARKETING ASPECTS:

Meaning, scope and importance, Marketing strategy, Market segmentation, marketing channels. Marketing mix and its effect.

Digital marketing through Web browsing, Face book , Google search engines SMS campaigns , Mailers , Hand bills etc

6 Lectures

6. HUMAN RESOURCE ASPECTS: (H.R Policies)

Concept and scope in modern industry,
 Different modes of employment, Placement of proper person for a job, Interpersonal relations and communication skills, training of personnel, guidance for stress management, soft skills.
 Drafting -Appointment letter, termination tenure , experience certificates , exit policies
 Legal liabilities of employees, Group insurance for factory workers, understanding WAC (Workers Accident Compensation)

6 Lectures

Practicals/ Assignments

The practicals to be conducted are with an objective to transform the knowledge gained by the students in their classes to real life experience. These practicals will be based on the vocational subject and the Principal subject a student has offered

Internal assessment should be carried out on the practicals/ assignments done by a student

Sr. No.	Title of Practical	Objective	Mode
1.	Role of District industry centre	Understand the working of District industry centre	Visit and report submission
2.	Visit to a small scale Industry	To understand plant location and plant layout and to submit a report on the guidelines given in schedule I	Visit and report submission
3.	Visit to a service unit	To study the legal aspects of a service unit and to submit a report	Visit and report submission
4.	Entrepreneurial ideas	Describe in brief two entrepreneurial ideas of yours	Home assignment
5.	Project formulation	Prepare a preliminary document about an enterprise you want to start It should contain executive summary, customer/target market analysis and strategy (use guidelines given in schedule II)	Home assignment
6.	Review business plans For this Plans should be exchanged with other teams	Submit a review of a business plan of other team . It should include critical and constructive comments	Home assignment
7.	Drafting a business plan	It should contain executive summary, customer/target market analysis and strategy, marketing and operations, risks, management team and financial projections	Power Point Presentation

RECOMMENDED BOOKS

Text book

1. Dynamics of Entrepreneurial Development and Management – Shri. Vasant Desai.(Latest edition)

Reference books (Latest Editions)

1. Environment & Entrepreneur: Mr.B.C.Tondon
2. Business Environment: Dr.G.V.Kayande Patil
3. Udyogvardhini –MCED
4. Basic Communication Skills: By P. Kiranmai Dutt & Geetha Rajeevan, 2000

5. Fundamentals of Office Management: By J.P. Mahajan , Office Management – By S. P. Arrora, latest edition
6. A guide to small Scale Entrepreneurs, Director of Industries, Govt. of Tamil Nadu Chennai, latest edition
7. Entrepreneurship and small Business Management- Dr. C. B. Gupta & Dr. Khanna
8. Project Management- K. Nagarajan
9. 100 project Reports Yashwantrao Chavan Open Universiy (YCMOU) Edition
10. Entrepreneurship Ideas in Action Cynthia L. Greene (YCMOU) Edition

Schedule-I

Visit to a small scale Industry

1	Year of commencement of the project	
2	Work experience of the entrepreneur before starting the project	
3	Detailed information of the product	
4	Type of customers using their product	
5	Pricing details of all the product range	
6	No. of workers/ Staff working in the Unit	
7	Turnover in the last three years	
8	Mode of Advt/Marketing adapted for promoting the Products	
9	Investment done at the time of starting the project	

Schedule II

Project formulation

1	Product /services Selected its justification	
2	Capital investment required to start the Services /Product	
3	Minimum Infrastructure requirement	
4	Rent as per current rates for the same premises/ Office /Factory	
5	Various Competitors currently for the same product /Services	
6	Your unique selling proposition USP ie write down why your product will be preferred by the customer as against the present competition. 1) Features 2) Cost 3) Geographic location 4) service 5)durability	
7	Marketing Strategy used for Advertising your product	
8	Various digital marketing methods to be selected	
9	What will be your ROI(Return On Investment)	
10	What will be your Break even point	
11	How will you be raising the finance for the same	
12	Prepare a three years Balance sheet, / P/L statement taking help from a Third year commerce stream student.(optional)	