

GUJARAT TECHNOLOGICAL UNIVERSITY

B. E. SEMESTER: V INDUSTRIAL ENGINEERING

Subject Name: **Entrepreneurship Development and Productivity
Engineering**

Subject Code: **151501**

Teaching Scheme				Evaluation Scheme		
Theory	Tutorial	Practical	Total	University Exam (Theory) (E)	Mid Sem Exam (Theory) (M)	Practical (I)
4	0	2	6	70	30	50

Sr. No.	Course content
1	Entrepreneurship <ul style="list-style-type: none">- Introduction- Concept of Entrepreneurship- Significance of Entrepreneurship- Need, scope and philosophy- Entrepreneurship & Economic development- Traits & Characteristics of successful entrepreneurs- Entrepreneurial support system- Factors responsible for developing Entrepreneurship<ul style="list-style-type: none">• Enterprising attitude• Creativity• Achievement motivation
2	Productivity <ul style="list-style-type: none">- Production and Productivity, Factor of productivity, Productivity measurement – Enterprise level and Micro level productivity, Productivity and economic growth, Role of workers, Trade unions and management productivity.- Productivity in Agriculture and Industrial sectors, Indian scenario for productivity, Reasons for low productivity, Areas for improving productivity - low cost technology, Appropriate technology, Energy resources, Import substitutions, Flexible production.- Sharing the gains of productivity – Productivity movements – Indian global, National productivity councils.- Industrial engineering and productivity techniques, Historical growth of Industrial engineering.

Term Work:

The term work will be based as per the syllabus prescribed.

Practical/Oral:

Based as per the syllabus prescribed.

Reference Books:

1. A practical guide to industrial entrepreneurs - S.B. Srivastava (Sultanchand & sons)
2. A hand book of Entrepreneurship - B.S.Rathore & J. S. Saini(Apga publications)
3. Productivity - Krish Pennethur (NPC, New Delhi).
4. Productivity & social environment – K.Shreenivasan (Asia Publishing House)
5. Human aspects of work and productivity – B.J.Ramrakhiani (Applied publishers)
6. Works Organization and Management – S.K.Basu, K.C.Sahu, N. K. Datta (Oxford & IBH Publishers)
7. Productivity Journals.