

# 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	<b>Entrepreneurship</b> <ul style="list-style-type: none"><li>- Introduction</li><li>- Concept of Entrepreneurship</li><li>- Significance of Entrepreneurship</li><li>- Need, scope and philosophy</li><li>- Entrepreneurship &amp; Economic development</li><li>- Traits &amp; Characteristics of successful entrepreneurs</li><li>- Entrepreneurial support system</li><li>- Factors responsible for developing Entrepreneurship<ul style="list-style-type: none"><li>• Enterprising attitude</li><li>• Creativity</li><li>• Achievement motivation</li></ul></li></ul>
2	<b>Productivity</b> <ul style="list-style-type: none"><li>- 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.</li><li>- 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.</li><li>- Sharing the gains of productivity – Productivity movements – Indian global, National productivity councils.</li><li>- Industrial engineering and productivity techniques, Historical growth of Industrial engineering.</li></ul>

**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.