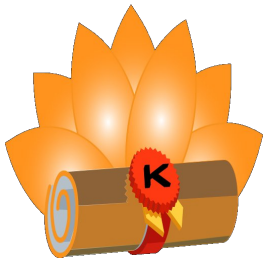
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Entrepreneurship and Start-up — Complete Syllabus

BTEUP Diploma in Civil Engineering • 6th Semester • Session 2026–27

Subject 6.2 (Theory) • Total 100 Marks • 2 Credits • L 2

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Examination Scheme

Code	Paper	Type	L – P	Credits	Internal	External	Total
6.2	Entrepreneurship and Start-up	Theory	2 0	2	Theory 40	Theory 60 (3 hrs)	100
Entrepreneurship and Start-up Total				**2**	**40**	**60**	**100**

What This Subject Aims To Do

To acquire entrepreneurial spirit and resourcefulness; understand the concept and process of entrepreneurship, its contribution and role in the growth and development of the individual and the nation; acquire entrepreneurial quality, competency and motivation; and learn the process and skills of creation and management of an entrepreneurial venture.

Unit-Wise Complete Topic List

Unit	Topic	Periods	Marks Share
1	Introduction to Entrepreneurship and Start-ups	5	20%
2	Business Ideas and Their Implementation	6	20%
3	Idea to Start-up	5	20%

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4	Pricing and Cost Analysis	6	20%
5	Business Plan Preparation	6	20%

Unit 1 — Introduction to Entrepreneurship and Start-ups (5 Periods, 20%)

Topics: Concept of entrepreneurship — importance, myths about entrepreneurship, pros and cons of entrepreneurship, process of entrepreneurship, competencies and characteristics of an entrepreneur, ethical entrepreneurship, entrepreneurial values and attitudes, creativity, innovation and entrepreneurship — entrepreneurs as problem solvers, mindset of an employee and an entrepreneur — risk taking concepts.

Unit 2 — Business Ideas and Their Implementation (6 Periods, 20%)

Topics: Types of business: manufacturing, trading and services; stakeholders: sellers, vendors and consumers, and competitors; e-commerce business models, business idea generation — types of resources — human, capital and entrepreneurial tools and resources, etc.; setting business goals — patent, copyright and intellectual property rights; customer relations and vendor management — business ideas vs. business opportunities, opportunity — SWOT analysis of a business idea — business failure — causes and remedies — types of business risks.

Unit 3 — Idea to Start-up (5 Periods, 20%)

Topics: Market analysis — identifying the target market, competition evaluation and strategy development, marketing and accounting; an introduction to start-up — start-ups in India — procedure for registration of start-ups — business model — business plan — case studies — opportunities and challenges — funding supports from government schemes — MUDRA, CM Yuva Udyami Scheme, PMEGP — non-government schemes — CSR fund — angel investors, venture capitalist.

Unit 4 — Pricing and Cost Analysis (6 Periods, 20%)

Topics: Types of costs — variable — fixed — operational costs — break even analysis — for single product or service — financial business case study; understand the meaning and concept of the term cash inflow and cash outflow — pricing — calculate per unit cost of a single product; understand the importance and preparation of income statement, prepare a cash flow projection — factors affecting pricing — GST.

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Unit 5 — Business Plan Preparation (6 Periods, 20%)

Topics: Feasibility report — technical analysis, financial analysis — market research — concept, importance and process — tools for market research — market sensing and testing, marketing and sales strategy, digital marketing, branding — business name, logo, tag line, promotion strategy, business plan preparation — concept and importance, execution of business plan.

Reference Books (as listed in the syllabus)

- The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company — Steve Blank and Bob Dorf, K & S Ranch, ISBN 978-0984999392.
- Entrepreneurship Development (A new Venture creation) — Vasant Desai, Himalaya Publication.
- Entrepreneurship Development — Khanka S.S., S Chand & Company Limited, New Delhi.
- Entrepreneurship Development — Gupta and Srinivasan, S Chand & Company Limited, New Delhi.
- Demand: Creating What People Love Before They Know They Want It — Adrian J. Slywotzky with Karl Weber, Headline Book Publishing, ISBN 978-0755388974.
- The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses — Eric Ries, Penguin UK, ISBN 978-0670921607.
- The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business — Clayton M. Christensen, Harvard Business School Press, ISBN 978-142219602.
- G.K. Varshney, Fundamentals of Entrepreneurship, Sahitya Bhawan Publications, Agra, 2019.
- H. Nandan, Fundamentals of Entrepreneurship, Prentice Hall India Learning Private Limited, Third Edition, 2013.
- R.K. Singal, Entrepreneurship Development & Management, S K Kataria and Sons, 2013.
- Web reference: https://ocw.mit.edu/courses/15-390-new-enterprises-spring-2013/resources/lecture-1/
- Web reference: https://onlinecourses.nptel.ac.in/noc20_ge08/preview

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Source: BTEUP 3rd Year curriculum (folder2627), approved in C.D.C. meeting held on 16.07.2026. Topic lists follow the official syllabus; short explanations are the author's own plain-English summaries, not syllabus text. Please confirm with your own polytechnic for any local changes.