www.kamaldnp.com

KAMALDNP
kamaldnp.com
PDF created by Raj Kamal using AI

Entrepreneurship and Start-ups — Complete Syllabus

BTEUP Diploma in Mechanical Engineering (Production) • 6th Semester • Session 2026–27

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

KAMALDNP

About this document: Entrepreneurship and Start-ups is subject 6.2 of the 6th semester of the Diploma in Mechanical Engineering (Production). It is a compulsory theory paper. The syllabus prints six units; the KAMALDNP exam-prep material groups Units V and VI together as one study unit so that the paper's five questions map onto five study units. This document gives the complete unit-wise syllabus, the examination scheme and the reference books from the official curriculum.

Examination Scheme

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

What This Subject Aims To Do

To build an entrepreneurial mindset in diploma students — the ability to spot a business opportunity, shape it into a plan, find the money for it, and protect the idea — so that they can start a venture of their own or bring the same initiative inside an organisation.

www.kamaldnp.com

Unit-Wise Complete Topic List

Unit	Topic	Periods	Marks
1	Introduction to Entrepreneurship and Start-Ups	5	10
2	Business Ideas and their Implementation	5	10
3	Ideas to Start-up: Marketing and Accounting	5	10
4	Management	5	10
5	Financing and Protection of Ideas	4	10
6	Succession, Dissolution and Harvesting Strategy	4	10

Total: 28 periods, 60 marks (external theory). Each of the six units carries 10 marks in the external theory paper, as per the suggested distribution of marks in the official syllabus.

Unit 1 — Introduction to Entrepreneurship and Start-Ups (5 Periods, 10 Marks)

Topics: Introduction to Entrepreneurship and Start-Ups: Definitions, Classification of Entrepreneur, Traits of an Entrepreneur, Intrapreneurship, Motivation, Types of Business Structures — On the Basis of size and on the basis of ownership, Similarities/differences between entrepreneurs and managers

In simple words: Who an entrepreneur is, how entrepreneurs differ from managers, and the forms a business can take.

Unit 2 — Business Ideas and their Implementation (5 Periods, 10 Marks)

Topics: Business Ideas and their implementation: Discovering ideas and visualizing the business, Activity map, Business Plan (Case Study)

In simple words: How a business idea is found, visualised on an activity map, and written up as a business plan.

KAMALDNP

www.kamaldnp.com

Unit 3 — Ideas to Start-up: Marketing and Accounting (5 Periods, 10 Marks)

Topics: Ideas to Start-up: Marketing and Accounting — Definition and Importance, Market Analysis — STP (Segmentation, Targeting, Positioning), Competition evaluation and Strategy Development — Vision, Mission, Goal, Objectives, Risk analysis — SWOT Analysis.

In simple words: How a start-up studies its market, positions itself, and weighs its strengths and risks with SWOT.

Unit 4 — Management (5 Periods, 10 Marks)

Topics: Management: Definition Concept and Functions of Management, Company's Organization Structure — Concept and Classification, Recruitment and Selection — Definition, Training and Development — Importance.

In simple words: How a company is organised, how people are recruited and trained, and what management actually does.

Unit 5 — Financing and Protection of Ideas (4 Periods, 10 Marks)

Topics: Financing and Protection of Ideas, Financing methods available for Entrepreneurship/Startups in India (Government Scheme, Banking, NBFCs, SHG and Micro Financing), Intellectual Property Rights — Overview of Copyrights, Trademark, Geographical Indicators, Patenting and Licenses, Communication of Ideas to potential investors — Investor Pitch.

In simple words: Where a start-up finds money in India — government schemes, banks, NBFCs, microfinance — and how ideas are protected by patents, trademarks and copyright.

Unit 6 — Succession, Dissolution and Harvesting Strategy (4 Periods, 10 Marks)

Topics: Succession, Dissolution and Harvesting strategy: Ways of succession, Types of Dissolution

In simple words: How a business passes to the next owner, how it is wound up, and how a founder exits with value.

Learning Outcomes

- Study the fundamentals of entrepreneurship and start-up ecosystem.
- Identify and evaluate business ideas and prepare business plans.

www.kamaldnp.com

- Apply marketing and strategic tools for start-up development.
- Familiarise management principles and organizational practices.
- Analyze financing options and intellectual property protection.
- Study succession planning, dissolution, and exit strategies.

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.
- The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Eric Ries, Penguin UK.
- Demand: Creating What People Love Before They Know They Want It, Adrian J. Slywotzky with Karl Weber, Headline Book Publishing.
- The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business, Clayton M. Christensen, Harvard Business.
- Web: https://www.fundable.com/learn/resources/guides/startup
- Web: https://corporatefinanceinstitute.com/resources/knowledge/finance/corporatestructure/
- Web: https://www.finder.com/small-business-finance-tips
- Web: https://www.profitbooks.net/funding-options-to-raise-startup-capital-for-your-business/

KAMALDNP • kamaldnp.com • support@kamaldnp.com
Source: IRDT Kanpur NEP-2020 curriculum for the Diploma in Mechanical Engineering (Production), updated and approved by the Board of Technical Education, U.P., Lucknow, in the C.D.C. meeting held on 16.07.2026. Topic lists follow the official syllabus; short explanations are the author's own plain-language summaries, not syllabus text. Please confirm with your own polytechnic for any local changes.