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FACULTY OF ENGINEERING
DAYALBAGH EDUCATIONAL INSTITUTE
(Deemed University)
DAYALBAGH,
AGRA-282005

Ref. No...../ Engg.....

Date...27/8/19...

This is to certify that the institute has an Industry Consultation Committee (ICC). The meetings were conducted on 1.9.2018, 15.9.2018 and 21.8.2019.

(Prof. A. K. Saxena)
Director, TEQIP-III
Faculty of Engineering
Dayalbagh Educational Institute

Agra
Prof. Ajay Kumar Saxena
Project Director TEQIP-III
Faculty of Engineering
D.E.I. Dayalbagh
AGRA-282005, INDIA

(Prof. V. Soami Das)
Dean,
Faculty of Engineering
Dayalbagh Educational Institute
Agra

Dean
Faculty of Engineering
Dayalbagh Educational Institute
Dayalbagh, Agra-282005

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Covering note
ICC formation

**Minutes of meeting of Industry Consultation Committee of Faculty of Engineering,
Dayalbagh Educational Institute, held on 21.8.2019 in the seminar hall Faculty of
Engineering**

Following members were present:-

1. Prof. V. Soami Das Dean, Engineering
2. Prof. A. K. Saxena Head, Electrical
3. Sh. Sameer Malhotra, Entrepreneur, Chennai
4. Sh. Jwalant Mishra, NXP Semiconductors, Bengaluru
5. Sh. T.Pritam Charan Anand, Texas Instruments, Bengaluru
6. Sh. Mukul Srivastava, Crompton Greeves, Nasik (SKYPE)
7. Sh. P.V.V. Ranganath, Xilinx India, Hyderabad (SKYPE)
8. Prof. C. Patvardhan, DEI
9. Prof. D. Bhagwan Das, DEI
10. Dr. G.S. Sailesh Babu, DEI
11. Sh. Ram Chand Gupta, DEI

Sameer Malhotra
Jwalant Mishra
T.Pritam Charan Anand

C. Patvardhan
D. Bhagwan Das
G.S. Sailesh Babu
Ram Chand Gupta

The meeting started with welcome by the Dean and an overview of the present B.Tech. curriculum.

The focus of discussion was entrepreneurship and start-up drive which has become very important in view of being mandatory requirement of AICTE. It was felt that the present curriculum may be enhanced with courses on entrepreneurship. The following syllabi were proposed for possible inclusion in the B.Tech. curriculum.

ENTREPRENEURSHIP – I

RDC681

Credit- 2

OR

Entrepreneurship and Small Business Development

SYLLABUS

Unit 1- ENTREPRENEURSHIP AND SMALL SCALE INDUSTRIES

Concept of Entrepreneurship, Entrepreneurial Environment, Motivation & Innovation of Entrepreneurship, concept and significance of small scale industries, Entrepreneurship Development in rural areas, Women Entrepreneurship Development, Entrepreneurship in Agriculture, Village industries, KVIC.

Unit 2 - ENTERPRISE PLANNING

Forms of private sector enterprises a) sole trading concern b) Partnership c) Joint Stock Company

d) co-operative society - Characteristics, features and registration procedure- Registration procedure under MSMED Act, Legal formalities expected to be complied by the entrepreneur to start enterprises, Recent Trends in Entrepreneurship Development, E-Entrepreneurship, Technopreneur, Virtual Marketing, Enlightened Marketing, Institutional finance to

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Sh. Ram Chand Gupta

entrepreneurs, Role of Govt. and other financial & control agencies, Demand, Supply, nature of competition, Cost, pricing of products,

Unit 3 - PROJECT FORMULATION

Project - Meaning, Characteristics - phases of project - Stages of Project formulation -Project finance - Determinants of working capital - Operating cycle of working capital- Concept of working capital - Calculations working capital- Sources of finance - Types of costs - Break even analysis, problems- Ratio Analysis, current ratio, debt-equity ratio, debt service coverage ratio, profitability ratio, calculations - Return on investment - Cash flow statement- projected income statement- projected balance sheet.

Unit 4 - PROJECT APPRAISAL AND REPORT

Meaning and importance of project appraisal- Aspects of project appraisal, technical aspects, management aspects -environmental aspects-market aspects- Economic and financial aspects - Tools

of project appraisal - Payback method, calculations - NPV Method, Calculations - Profitability index - Internal Rate of Return- Meaning and significance of Project Report- Process of Project Report-Contents of Project Report- Performa of a Project Report- Preparation of a Project Report. Project Management with PERT/CPM

Unit 5 - ENTERPRISE MANAGEMENT

Meaning and Definition of Management- Importance of Management- Functions of Management-principles of management - Meaning and Definition of Marketing Management- Functions of Marketing Management- operations management, ISO

ENTREPRENEURSHIP – II

RDC782

Cr: 3

SYLLABUS

Unit-1 Introduction of Entrepreneurship

Meaning and Importance of entrepreneurship, Factors influencing entrepreneurship, Entrepreneurial Motivation, & Creativity, Types of Entrepreneurs, New generations of entrepreneurship, Intrapreneurship.

Unit-2 Organisation Assistance

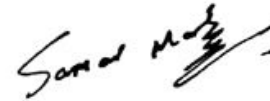
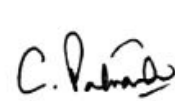
Financial assistance by different agencies, Financial assistance to MSME, Act & Clearance, tender process, Quality Standards with special reference to ISO, Industries Scheme, agencies for industrial assistance, Applicability of Legislation, Rules And Legislation

Unit-3 Marketing Management

Markets & Demand Management, New Product Development, Marketing Research and Consumer Behaviors, Sales Management & Promotion, Product Pricing. Advertising & Branding. Intellectual Property Protection-Patents, Trademarks and Copyrights.

Unit- 4 Business Management

Introduction, Functions of Management, General Business Environment, Social & Ethical Responsibility of Business, Co-Operative Management,



Unit- 5 Financial Management

Accounting Process, Accounting Entry System, Balance Sheet, Financial Statement, Working Capital

Unit-5 Costing & Taxation

Costing, Marginal Costing, Central Sales Tax Act, Central Excises Act, VAT, GST-An introduction,

The following courses were also identified students to credit in the basket of open electives

S.No	Course Title	DURATION wks	Offered on
1	Entrepreneurship Essentials	8	NPTEL
2	Business Analytics For Management Decision	12	NPTEL
3	Infrastructure Planning and Management	12	NPTEL
4	Roadmap for patent creation	8	NPTEL
5	Innovation, Business Models and Entrepreneurship	8	SWAYAM
6	Patent Drafting for beginners	4	SWAYAM
7	Patent Law For Engineers And Scientists	12	SWAYAM
8	Legal Compliance for Incorporating Startup	4	SWAYAM
9	Product design and development	4	SWAYAM

In order to match the credits with those being run in the institute, it is proposed that courses with total duration of at least 12 weeks be considered equivalent to one open elective course. The proposals would be put up through the proper channel for administrative approval.

The meeting ended with a vote of thanks by Dean, Engineering.

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TEQIP-III

Faculty of Engineering, Dayalbagh Educational Institute, Dayalbagh, Agra
Minutes of two meetings of Industry Consultation Committee (ICC) held in the office of Chairman,
ICC on a) 1.9.2018 and b) 15.9.2018 at 11 AM.

The following members were present

<u>Member's Name</u>	<u>Present on</u>
1. Prof. K. Hansraj, Dean FoE and Chairman	1.9.2018 & 15.9.2018
2. Sh. Mukul Srivastava, Crompton Greeves, Nasik	1.9.2018
3. Sh. Sameer Malhotra, Entrepreneur, Chennai	1.9.2018
4. Sh. Jwalant Mishra, NXP Semiconductors, Bengaluru	1.9.2018
5. Sh. T.Pritam Charan Anand, Texas Instruments, Bengaluru	1.9.2018
6. Sh. P.V.V. Ranganath, Xilinx India, Hyderabad	1.9.2018
7. Sh. Samyak Jain, Entrepreneur, Agra	15.9.2018
8. Sh. Huzur Saran Mehta, Footwear Industry, Agra	15.9.2018
9. Sh. Rameshwar Thakur, Footwear Industry, Agra	15.9.2018
10. Sh. Gurpyara Bhatnagar, Architect, Agra	15.9.2018
11. Sh. G.P. Srivastava, Consultant, Structural Design, Agra	15.9.2018
12. Sh. Y.N.V. Srinivasa Rao, CEO, Everest Industries, Delhi	15.9.2018
13. Sh. T. Raghavendra Rao, Entrepreneur, Clean Technology, Mumbai	15.9.2018
14. Prof. C. Patvardhan, DEI	1.9.2018 & 15.9.2018
15. Prof. D.K. Chatruvedi, DEI	1.9.2018 & 15.9.2018
16. Prof. Rahul Caprihan, DEI	1.9.2018 & 15.9.2018
17. Prof. V. Soami Das, DEI	1.9.2018 & 15.9.2018

Resolved that the followed activities shall be pursued by the committee.

- Act as a liaison between industry and institution
- Keep institute abreast with the best practices in industry
- Provide feedback about industry expectations and explore the feasibility of incorporating necessary improvements in the institute activities.
- Review and improvise the syllabus with due emphasis given to expected Job profiles of students
- Keep industrial partners informed about structure and content of the courses,
- Provide advice related to industry preparedness activities
- Help in arranging for motivational and interaction sessions with students to provide exposure
- Provide help in start-up activities
- Provide help in identifying, implementing and evaluating industry problems as major, minor projects
- Help institute in obtaining and executing industry consultancy,
- Help in implementing combined research activities by institute and industry

Further resolved that the committee will meet at least once in a semester and the minutes of the meeting will be presented in the BOG meeting.

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