Solapur University, Solapur

B.Sc. II Entrepreneurship Science

(Semester III&IV) Syllabus w.e.f. 2011-2012

Solapur University ,Solapur B.Sc. II (Entrepreneurship Science) Semester III

Course code	Title of the course	Theory/ practicle	Marks	Lectures / practial peirod
Ent. 204	Entrepreneurship			
	(Paper V) Principles of	Theory	50	40
	Business Management			
	(Paper VI) Marketing and		50	40
	International Marketing			
Ent. 205	INDUSTRIAL CHEMISTRY	Theory	50	40
	(Paper – V)Industrial chemistry			
	(Paper VI) Industrial Techniques		50	40
E (2 0)			50	10
Ent. 206	MICROBIOLOGY &		50	40
	BIOTECHNOLOGY			
	(Paper V) Genetics	Theory	50	40
	(Paper VI) Fermentation			
	Technology			
	Lab course III	Practical		

B.Sc.II (Entrepreneurship Science) Semester: III **Course code: 204. Entrepreneurship Paper V. Principles of Business Management** (Total 40 periods, 3 periods / week) 50marks.

Unit. I.

1. Management: Definition, nature and importance, function and 8 Management process, planning ,organizing, staffing, directing and Controlling. Roles of Manager.

2. Management Thinkers: Study of following Management Thinkers& their contribution F.W. Taylor, Henry Fayol, Elton Mayo, Mary Parker, Follett, Peter F. ducker.

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Unit. II

1.Planning: Definition, characteristics, benefits of planning, types of planning, steps in planning, process.

2. Decision Making: Meaning, nature types, decision making process. Why decision making is important

UnitIII

1. Organizing: Definition, characteristic, importance, Types of organization. 8 structure organization.

2. **Staffing:** Meaning and Purpose, selection, training and performance appraisal. UnitIV

1 Motivation: Definition, Importance, financial and non financial 8 intensives, theories of motivation, Maslow's need theory, Mc.Gregor's X and Y theory.

2. Leadership : Definition, importance, function, qualities of leaders, types of leaders. 8

Unit V

1. Communication : Meaning and types, Barriers to communication, communication process

2. Controlling: Definition, types, steps in control process, need for control.

Reference Books

1. Management - Stephen P. Robbins and Marry Cowler, Pearsons Pub.

2. Management - L.M. Prasad

3. Business Organization and Management - B.P.Singh & T.N. Chhabra

4. Principles and Practices of Management - W. Haynes

5. Principles and Practices of Management - Amruta Singh

B.Sc.II (Entrepreneurship Science) Semester: III

Course code: 204. Entrepreneurship

Paper VI Marketing and International Marketing

(Total 40 periods, 3 periods / week) 50marks.

Unit I.	(8)
1. Buyer Behavior: Determinants of Buyer Behavior, Economic	
model, Psychological model, social and cultural influence on	
buying process and Need of Buyer	
Unit II.	(8)
1. Marketing Research: Definition and Scope, Marketing Research	
begins and with customers, importance of marketing research,	
procedure and limitations methods, source of collecting marketing	
data, sampling and it's types. Importance of Advertisement & displays	
Unit III	(8)
1. Product : What is Product ? Product plan, importance of sound	
product, product life cycle, product planning and development,	
new product idea and it's process.	
2. Price : Definition, price decision and it's objectives, factors	
affecting decisions, types of pricing, information needed for	
pricing. Important of barcode system	
Unit IV.	(8)
1. Managing Distribution Channels: Wholesales - their types and	
functions, of retailers - Retailer meaning and forms - supermarket	
and hyper markets. Appointment Of distributors	
2. Introduction to Global Marketing : market selection entry,	
Emergence of global marketing. Use of web site marketing. (E Marketing) $\mathbf{U}_{\mathbf{u}}$	(0)
Unit V. 1 International Marketing Environment Economic social	(8)
1. International Marketing Environment - Economic, social,	
demographic international trading environment	
2 Foreign Trade: Difficulties in foreign trade, important steps in	
export procedure	
Reference Books	
1 Marketing Management (Analysis Planning Implementation and Control) -	
Philin Kotler	
2 Marketing Management - Rajan Saxena	
3. Marketing Management - S.A. Sherlekar	
4. International Marketing - Francis Cherunitarn	
5. Export Marketing - B.S. Rathor & J.S. Rathor	
6. Global Marketing Management - S.A. Sherlekar & V.S. Sherleka	

B.Sc. II (Entrepreneurship Science) Semester: III Course code: 205. INDUSTRIAL CHEMISTRY Paper - V (INDUSTRIAL CHEMISTRY) (Total 40 periods, 3 periods / week) 50marks.

Unit I.

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Fuel Cells, Solar Energy & Silicate Technology

1. Fuel Cells :Definition, examples of fuel cella) Hydrogen - oxygen fuel cell

b) Methyl alcohol fuel cell. Efficiency of fuel cell, advantage of fuel cell

2. Solar Energy Introduction, Solar Energy, Utilization of Conversion, Photovoltaic Cells, Silicon

3. Silicate Technology What are silicates, Structure of Silicates, Some important silicates & their applications, water glass

Unit II

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Synthetic Perfumes Introduction, Important Essential Oils, Esters, Anthranilates,

Salicylates, Esters of Cinnamic Acid, Alcohols, Aliphatic Primary Alcohols,

Citronellor, Phenyl Ethyl Alcohol by Friedel, Craft Reaction, Nerol,

Production of Natural Perfumes, Flower Perfumes, Fruit Flavors, ArtificialFlavors

Unit III.

Corrosion and Passivity

1. Corrosion

Introduction, Electrochemical theory of corrosion, factors affecting the corrosion.

- (i) Position of metal in emf series
- (ii) Purity of metal
- (iii) Effect of moisture
- (iv) Effect of oxygen
- (v) Hydrogen over voltage.

Methods of protection of metals from corrosion.

2. Passivity

Definition, Types of passivity, oxide film theory, application of passivity

Unit IV.

Alloys

Purpose of making alloys, theory of alloys, types of alloys

- a) Ferrous alloys
- b) Alloys steels
- c) Cu, Ni, Pb, Zn-alloys
- d) Super alloys
- e) Preparation of alloys

Unit V

1. Some Small Scale Units

Safety matches, Agarbatties, Napthalene balls, Wax candles, Shoe Polish,

Gum paste, Writing / Fountain pen ink, Chalk crayons, Plaster of Paris,

Silicon Carbide Crucibles, How to remove stains

2. Pulp & Paper Industry

Introduction, Manufacturer of Pulp, Sulfate of kraft pulp, soda pulp, sulfite pulp, beating, refining, sizing & coloring manufacture of paper, calendaring, clean technologies in agro based industries, ecological problems of Indian Pulp & Paper Industry

3. Tanning of Leather (3 Periods)

Introduction, Animal Skins, Manufacture of Leather, preparation of hides for tanning, vegetable tanning, chrome tanning, finishing, oil tanning, By products gelatin. 6

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B.Sc. II (Entrepreneurship Science) Semester III
Course code: 205. INDUSTRIAL CHEMISTRY
PAPER VI (INDUSTRIAL TECHNIQUES)
(Total 40 periods, 3 periods / week) 50marks.

Unit I.	8
Extraction	
Principles of Extraction, liquid extraction, extraction equipment, mixersettlers,	
spray & packed extraction towers, agitated tower extractors,	
centrifugal extractors.	
Unit II.	8
Gas Absorption	
Introduction, principles of absorption, design of packed towers, contact	
between liquid & gas, material balances, limiting gas - liquid ratio, rate of	
absorption.	
Unit III.	8
Distillation	
Steam Distillation, Continuous distillation with rectification.	
Drying	
Drying dryers, tower dryers, rotary dryers, spray dryers, drum dryers	
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Unit IV	8
Evaporation	
Introduction, Single & Multiple effect Evaporation, Types of Evaporators.	
1) Long-tube Vertical Evaporators	
a) Upward Flow (Climbing Film)	
b) Downward Flow (Falling Film)	
c) Forced Circulation	
II) Agitated Film Evaporation	
Unit V.	8
1Cell Disruption Methods	
a) Cell lysis using chemical agents like chloroform, Toluene, S.D.S.E.D.T.A.	
b) Cell lysis using enzymes, ex-Losozymes	
c) Sonication	
2. Dialysis & Ultra filtration	
Filtration under pressure - e.g. Amicon filtration.	
Reference Books	
1) Industrial Chemistry - B.K. Sharma	
2) Unit Process of Chemical Engineering - McCabe- Smith, Harrot.	
3) Introduction to Chemical Engineering - Walter, Badger &- Juliust Banchero	
4) Analytical & Industrial Chemistry - Naik, Vithalkar, Bajaga, Bidkar,	
Ghatage, Mulik	

B.Sc. II (Entrepreneurship Science) Semester: III Course code: 206. MICROBIOLOGY & BIOTECHNOLOGY (Paper V) Genetics (Total 40 periods, 3 periods / week) 50marks.

Genetics

Unit I	8
Cell division General Introduction, Mitosis, Meiosis, and itsSignificance	
Chromosomes Structure and Functions. Chromosome morphology,	
Heterochromatin and Euchromatin, Histone and Non Histone proteins, Karyotypes,	1
Translocations, inversions, deletions and duplications Aneuploidy and	
polyploidy structure.	8
Unit II	
Genetic Foundations : Mendelian and non-Mendelian inheritance,	
Recombinatio: Transformation, Transduction, and Conjugation.	
Genetic Complementation	
Unit III	6
Linkage and Crossing Over : Introduction, Linkage, Detection of Linkage, Crossin	ng
over, Factors affecting recombination frequency.	
Unit IV	12
Genomics: Genome structure, physical mapping, repeated DNA and gene	
families, Gene identification, Transposable elements.	
Gene Interaction and epistasis:	
Types of gene interactions, Molecular basis of gene interaction.	
Unit V	6
Biostatistics : Introduction, Mean, Mode, Median, Probability, Null	
hypothesis, Chi-Squaer test, T test X2 test, degree of freedom,	

Probability level and problems.

B.Sc. II (Entrepreneurship Science) Semester: III Course code: 206. MICROBIOLOGY & BIOTECHNOLOGY (Paper VI) Fermentation Technology (Total 40 periods, 3 periods / week) 50marks.

Unit I	8
Food Fermentations	
Fermented foods, Pickle manufacturing: fermentation& storage.	
Unit II	7
Fermentation of Signal Cell Protein (SCP): Microorganisms & substrates used,	
Technology of production, Nutritive Merits & Demerits.	
Unit III	8
Fermentation of Alcoholic Beverages. General Process, Beer Production.	
Unit IV	8
Vinegar fermentation: Microorganisms & substrates used, Technology of production	
& its industrial significance	
Unit V	9
1. Production of Microbial Insecticides	
Introduction: Useful Microorganism, production formulation, advantages	
& disadvantages.	
2. Production of vaccines: Introduction: production, formulation process	
for Rabies & Hepatitis B	
3. Production of Toxides & Antisira: Introduction: production, formulation	
process for Diptheria & Pertusis.	

SOLAPUR UNIVERSITY, SOLAPUR B.Sc. Part II (Entrepreneurship Science) Semester IV

Course	Tittle of the course	Theory/	Marks	Lectures /
code		practicle		practial peirod
Ent 204	Entrepreneurship (Paper VII) Production & materials	Theory	50	40
	Management (Paper VIII) Computer science		50	40
	Lab course I	Practical	100	
Ent 205	INDUSTRIAL CHEMISTRY		50	40
	(Paper – VII) Techniques in Industrial Chemistry (Paper VIII) Biosensors & Techniques in Enzyme purification	Theory	50	40
	Lab course II	Practical	100	
Ent 206	MICROBIOLOGY & BIOTECHNOLOGY Paper VII Molecular biology Paper VIII Food & Dairy Technology	Theory	50 50	40 40
	Lab course III	Practical	100	

Practical course of one hundred marks for each subject in for annual pattern.

B.Sc.II (Entrepreneurship Science) Semester: IV Course code: 204. Entrepreneurship Paper VII. Production and Materials Management (Total 40 periods, 3 periods / week) 50marks.

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Unit I:

The Production Function:

Nature, scope, activities, interlink	
with other functional areas such as marketing, purchasing, finance,	
personnel maintenance, R & D concept of Production.	
Unit II:	9
1 Production System : Job, batch, mass and flow production	
(features, advantages and disadvantages of each)	
2. Plant Layout : Product, process, fixed and combination layout.	
3. Production Planning and Control : Definition, objectives,	
functions of PP and C.	
Unit III:	6
1. Materials Management : Definition, objectives, importance	
Unit IV :	
Industrial Purchasing : Function and steps, procedure.	
Unit V:	8
1. Quality Control: Importance, inspection, introduction to TQM	
2 Maintenance : Objectives, Type - breakdown and proactive.	
3. Inventory Control : Types of inventories, objectives, activities of	
inventory control. Inventory control Techniques, ROL, EOQ, ABC	
Analysis, Value Analysis.	

B.Sc.II (Entrepreneurship Science) Semester: IV Course code: 204. Entrepreneurship Paper VIII Introduction to Computer Science (Total 40 periods, 3 periods / week) 50marks.

Unit I: 1. Introduction to Computer: Computer characteristics of computer, concepts of hardware, software, firmware, evolution of computer and generations, classification and types of computers, Limitation of computer, applications of computer in various fields 2. Operating System : What is operating system ? Main functions of an operating system.

Unit II:

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Structure of Computer: Block diagram of computer, input unit,

CPU-ALU, Memory unit and control unit, output unit,

introduction of motherboard, SMPS, math co-processor, expansion slots, serial and parallel ports.

Unit III:

Computer Memory: Memory concepts, semiconductor memory, magnetic memory - RAM, ROM, EPROM. EEPROM, Secondary Storage devices - Magnetic Tape, Magnetic disk (Floppy disk and Hard Disk) Compact Dist.

Unit IV:

Computer Software & Computer Language:

Computer Software: What is software, relationship between hardware and software, types of software - system software and application software .

Computer Language: Analogy with natural languages, machine language, assembly language, high level language, compiler, interpreter, characteristics of good languages..

Unit V:

The Internet: Definition of internet, brief history, it's basic services, electronic mail, file transfer protocol, telnet, usenet news, the World Wide Web - WWW browsers, use of the Internet.

Reference Books

- 1. Production and Operations Management B.S. Goel.
- 2. Production and Operations Management Chunawala and Patel
- 3. Production and Operations Management Evertte, Adam Jr., Roland, J.Ebert
- 4. Computer Today S Basundara
- 5. E business Kittel Amer
- 6. E Commerce David Whiteley.
- 7. Computer Fundamental P.K. Sinha

B.Sc.II (Entrepreneurship Science) Semester: IV Course code: 205. INDUSTRIAL CHEMISTRY Paper VII. Techniques in Industrial Chemistry (Total 40 periods, 3 periods / week) 50marks

Unit I:

1. Spectroscopy Basic principles of Spectroscopy and applications

2. Atomic Absorption Spectroscopy Introduction, disolvation, vaporisation, atomization background correctionmethods molecular emission, zeeman effect,

A deutrium lamp.

Unit II:

Flame Photometry

General Principles, Instrumentation, Block Diagram, Burners, Total

Consumption, burner premix or laminar flow burner, mirrors, slits,

monochromators, filters & detectors

Unit III:

Xray diffraction Technique

Scattering technique, elastic scattering, SAXS, WAXS

Inelastic scattering Compton, RIXS, X-ray Raman.

X-ray diffraction pattern, High Resolution X-ray diffraction

Unit IV:

1. Chromatography Basic principle of Chromatography and applications

2. Gel Chromatography

Theory of gel Chromatography, properties of gels, selection of gels, operation gel columns, application of gel chromatography.

Unit V.

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1. Electrophoresis Theory of Electrophoresis, Types of Electrophoresis

Agarose gel electrophoresis, Immunoelectrophoresis

a) PAGE b) SDS – PAGE e) 2-D PAGE

B.Sc.II (Entrepreneurship Science) Semester: IV Course code: 205. INDUSTRIAL CHEMISTRY Paper VIII. Biosensors & Techniques in Enzyme purification (Total 40 periods, 3 periods / week) 50marks

Unit I:	8
Biosensors	
Introduction, Biological reaction, Electro chemical methods, general	
outline, optical biosensors, whole cell biosensors.	
UnitII: Nucleic Acid Sequencing	8
General Outline and different metods for Nucleic Acid Sequencing	
UnitIII.	8
Enzyme purification techniques-I	
1.Precipitation	
a) Precipitation of enzymes using inorganic salts e.g. Ammonium sulphate,	
b) Precipitation of enzymes using organic solvents e.g. Acitone.	
2. Sedimentation	
Unit IV. Enzyme purification techniques-II	8
1.Centrifugation	
Basic principles of Centrifugation, Density gradient centrifugation,& zonal cent	rifugation
Unit V. Enzyme purification techniques-III	8
1. Electrophoresis Theory of Electrophoresis, Types of Electrophoresis	
Agarose gel electrophoresis, Immunoelectrophoresis	
a) PAGE	
b) SDS - PAGE	
e) 2-D PAGE	
Reference Books	
 Industrial Chemistry : B.K. Sharma Analytical Chemistry : Skoot & West Analytical & Industrial Chemistry - Naik, Vithalkar, Bajaga, Bidkar, Ghatage, Mulik 	

4) Analytical and Industrial Chemistry - Dr.N.g. Zunjurwad,

B.Sc. II (Entrepreneurship Science) Semester: IV Course code: 206. MICROBIOLOGY & BIOTECHNOLOGY (Paper VII) Molecular Biology (Total 40 periods, 3 periods / week) 50marks

Unit I 7 Genome Maintenance: DNA replication, DNA damage and repair, DNA modification, DNA recombination and gene conversion. Unit II 7 **Gene Structure Function and Expression** Gene structure, the genetic code, Transcription, RNA processing, Translatiion **Unit III** 7 Gene Regulation in Prokaryotes: Positive and negative control of the operon, promoter recognition by RNA polymerases, Attenuation and anti termination. **Unit IV** 10 **Gene Regualtion in Eukaryotes** Cis-acting regulatory elements, Trans-acting regulatory factors, Gene rearrangement and amplifications, Bacteriophages and Animal and Plant Viruses, Genome replication and regulation, Virus assembly, Virus-host interactions. 9 Unit V. Methodology Restriction maps, nucleic acid and hybridization, DNA cloning in prokaryotes and eukaryotes, sequencing and analysis,

protein nucleic acid interaction.

B.Sc. II (Entrepreneurship Science) Semester: IV Course code: 206. MICROBIOLOGY & BIOTECHNOLOGY (Paper VIII) Food & Dairy Technology (Total 40 periods, 3 periods / week) 50marks

Unit I: Food & Dairy Microbiology

Microbiology of Food and milk, Examination of milk & food, determination of bendrow, sorbet food, determination of number Thermophilic and sachrophilic bacteria, determination of efficiency - food, sugar, protein, grading of milk.

Unit II Dairy Technology

Introduction dairy technology, definition of milk, composition factor affecting of milk, food & nutritive value of milk. manufacturing, packaging and storage of pasteurized milk, flavor defect of milk their cases & manufacturer of sterilized milk. Homogenised milk, flavored milk, tanned milk.

Unit III

Cream : Definition, composition food & nutritive value, production and uses.

Butter : Introduction, definition, classification, composition, defect of butter uses.

Unit IV

Cheese : Introduction, definition, history, composition and types, manufacturer of cheese & its uses.

Ice Cream : Introduction, definition, composition, method of manufacture, packing, hardening storage, uses.

Unit V Food Technology

Food as substrate for microorganism, general principles of food, different method, preservation of food, microbiology & meat production, fish & poultry foods & vegetable, canned food, process of canning of food, microbial food poisoning, preservation and control.

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SYLABUS FOR LAB COURSES Course code 204. B.Sc.II Entrepreneurship Science

Sem.III & IV B.Sc.II (Entrepreneurship) Lab course (8 periods, per week / batch)Total marks 100

1. Practical Related to UNIT I

- 2. Collection of Newspaper / Magazine cuttings related to Management.
- 3. Prepare a Study Plan for academic year.
- 4. A study of Organization Structure of any Organization.
- 5. Preparation of a organization chart.
- 6. Study of selection process of any organization.
- 7. A study of buying behavior for any organization.
- 8. Design marketing research plan.
- 9. A study of product life cycle of any product.
- 10. A study of marketing channel of any company.
- 11. A visit to export unit and prepare a report.

Practical (Related to visits)

- 12) Plant and machineries in organization.
- 13) Working efficiency of organization.
- 14) Quality control & management.
- 15) Maintenance and up gradation of organization.
- 16) Inventory control of store management.

Practical (Related to Visits)

- 1. Prepare a note on plant layout.
- 2. A study of purchasing procedure of an organization.
- 3. Prepare a note on quality control.
- 4. A study schedule of maintenance of organization.
- 5. A study of inventory control.
- 6. Actual practical of computer (Starting of computer, desktop application, note)
- 7. MS-Word
- 8. MS-Powerpoint
- 9. Internet study and web site analysis of any organization.
- 10. Prepare website address directory (minimum 20 addresses)

Course code 205. INDUSTRIAL CHEMISTRY LAB COURSE II Sem.III & IV (90 Hours - 8 Periods Per Week)

- 1. Performance of a Continuous Stirred Tank Reader (C.S.T.R)
- 2. Battery of C.S.R.T.S
- 3. Tracer Studies in condition flow Reactor.
- 4. Performance of a plug flow reactor.
- 5. Alkaline hydrolysis of phenolphthalein.
- 6. To determine the reaction constant and activation energy using a Batch reactor.
- 7. Coiled Tube Reactor.
- 8. Hydramalis of fluidized Bed.
- 9. Axia mixing in packed columns.
- 10. Mass transfer with Chemical reaction in a Stirred Cell.
- 11. Analysis of Coal, Proximate and Ultimate analysis.
- 12. Gravimetric Estimation of Sio-Cement.
- 13. Fertilizer Analysis.
- 14. Drug Analysis.
- 15. Alloy Analysis.
- 16. BOD of Water.
- 17. COD of Water.
- 18. Flame Photometry(Na & K)
- 19. Soil Analysis pH meter.
- 20. The adsorption of aq. Acetic acid by activated charcoal.
- 21. Study of adsorption isotherm

Reference Books

1) Chemical Reaction Engineering - O.Levenspial.

- 2) Bio-Technology Tryvan and Others.
- 3) Bio-Chemical Engineering Biley.
- 4) Environmental Chemistry A.K. De.

B.Sc.II (Entrepreneurship Science) Course code: 206. MICROBIOLOGY & BIOTECHNOLOGY LAB COURSE III Sem.III & IV (8 periods, per week / batch)Total marks 100

1) Study of various stages of mitosis.

2) Study of the various Meiotic stages of onion flower bud.

3) Karyotype analysis

- 4) Isolatiion of plasmid DNA
- 5) Isolation of Genomic DNA
- 6) Isolation of Plant DNA
- 7) Construction of linkage maps.
- 8) Analysis for chi square test.
- 9) Study of bacterial conjugation.
- 10) Calculate mean, mode and median of the any sample.
- 11) Study of multiple translocation in Rheo.
- 12) Isolation and separation of plasmid DNA
- 13) Southern blotting.
- 14) Determination of fat from the given sample of milk.
- 15) Determination of the casin proteins from the milk sample.
- 16) Determination of sugar from the milk sample.
- 17) Determination of benzoate or sorbate content of food.
- 18) MBRT Test. & Phosphates test
- 19) MPN of milk.
- 20) Isolation and identification of salmonella group of microorganism from milk/food.
- 21) Total viable count of milk sample.
- 22) Determination of protein content in Spirulina tablets.
- 23) Production of beer from fruits.
- 24) Isolation of halophilic microbes from pickle sample.