

POSTGRADUATE DEPARTMENT OF COMMERCE
SREE NARAYANA GURU COLLEGE, CHELANNUR

ADD-ON CERTIFICATE COURSE

TITLE: Entrepreneurship skill development programme

Syllabus

Programme Name : Add-on Certificate Course
Programme Code :AOCSSNGC02
Course Name: Entrepreneurship skill development programme
Course Code :AOCCOM02

Course Objectives:
1. To provide practical experience of Entrepreneurship Project proposal preparation, 2. To equip the students to preparation of business research plan/proposal.
Learning Outcomes:
This course is relevant to the students who are studying commerce and management, further they can take up entrepreneurship research projects. It equipped the students to meet the professional and employment needs.

Topic/ Module	Contents	Hours
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Module I	<p>Entrepreneurship – Definition and characteristics of entrepreneurship Evolution of entrepreneurship- Different Types of Entrepreneurs Entrepreneurial Mind-set and Traits, Developing an Entrepreneurial Mind-set-Traits of successful entrepreneurs</p>	3Hours
Module II	<p>Overcoming Common Entrepreneurial Challenges Importance of entrepreneurship in the economy Ethical considerations in entrepreneurship</p>	3Hours
Module III	<p>Entrepreneurial Decision-making Process & Competencies Entrepreneurial decision making process-Steps involved- Opportunity Recognition and Idea Generation Identifying market needs and trends-Creativity and ideation techniques-Feasibility study</p>	7 Hours
Module IV	<p>Business Planning- Resource mobilisation-Execution and implementation An overview of Entrepreneurial Competencies-Risk-taking and Decision-making, Vision and Goal Setting-Adaptability and Change Management Entrepreneurial Support System Entrepreneurial support system in India-Role of various agencies- Incubators and Accelerators- Venture capital firms- Angel Investors- Start-up Hubs and Clusters-Role of education institutions Overview of Kerala's Entrepreneurial Landscape-</p>	17 Hours

	<p>Role of Government and Private agencies in supporting entrepreneurs</p> <p>Introduction to Kerala Start-up Mission (KSUM) and Other key organizations</p> <p>Role of industries/entrepreneur's associations and self-help Groups.</p>	
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Recommended/Reference Textbooks and Resources:

Text

1. C R Kothari and Gaurav Garg (2017) Research Methodology Method and Techniques. New Age International Publishers New Delhi
2. Donald R Cooper, Pamela S Schindler (2017) Business Research Methods, McGraw Hill Education (India) Pvt. Ltd

References

1. Duncary, P., 2003. Authorizing a PhD thesis: How to plan. Draft, write and finish a doctoral dissertation. Palgrave Macmillan.
Garg, B.L., Karadla, R., Agarwal, F and Agarwal. G. K., 2002. .An introduction to Research methodology; RBSA publishers.
2. Kothari, C R., 2014. Research methodology: Methods and techniques, Third edition. New age International. 418P
3. Leedy, P. D and Ormrod, J. E., 2004 Practical Research: Planning and Design. Prentice Hall.

Web Resources

- 1 https://pfizer.com/.../research:research_clinical_trials/ethics_committee_guide.pdf.
- 2 Reviewing Clinical Trials: A Guide For the Ethics Committee - Pfizer
- 3 Satarkar, S.V., 2000. Intellectual property rights and copy right. ESS ESS publications.
- 4 Sinha, S. C and Dhirrin. A. K, 2002. Research Methodology, ESS ESS publications, 2 volumes.

Learning outcome Assessment: Both Oral and Written examinations and assignments will be made use of to assess the level of achievement of the expected learning outcomes.

HOD

CO-ORDINATOR

PRINCIPAL

