

**DEPARTMENT OF COMMERCE
DEVA MATHA COLLEGE, KURAVILANGAD**

Affiliated to Mahatma Gandhi University, Kottayam



REPORT
of
ADD-ON COURSE
In
Entrepreneurship Development

(Conducted for II DC students)

Academic Year: 2018-19

Add-on Course in ENTREPRENEURSHIP DEVELOPMENT

Duration: 30 hours

Number of students enrolled : 40

The Entrepreneurship Development Club started functioning in our college from 2007-08 onwards. Kerala, a 100 % literate state, has the highest rate of educated unemployed in the country with over four million unemployed youth on the live register of Employment Exchanges. This comprises about 2 million graduates and otherwise technically qualified. In the course of the last four decades, Kerala has attained worldwide acclaim for its achievements in the social sector, particularly in the health and education system. But the performance in the industrial sector has not been keeping pace with the potential of the State. The educated and technically qualified youth are migrating for want of jobs and sufficient employment opportunities. The abundance of capital and manpower are not being tapped adequately. Keralites are reluctant to invest in economically productive activities even though there is a surfeit of techno-economic talent. The factors contributing to this state of affairs may range from labour market rigidities to the absence of a favourable investment climate. A generation of entrepreneurship has been lost. But the crux of the problem, no doubt, lies conspicuously in the lack of “entrepreneurial skill”. Department of Industries & Commerce, Government of Kerala formulated a scheme to set up “Entrepreneurship Development Clubs” in schools and colleges of the State to inculcate “Entrepreneurial Culture” amongst youth and equip them with the skills, techniques and confidence to act as torch-bearers of “Enterprise” for the new generation.

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DEVA MATHA COLLEGE KURAVILANGAD

ADD-ON COURSE FOR THE AY 2018-20

Title:	Entrepreneurship Development
Instructional Hours:	30 Hours
Duration:	3 months
Mode of Instruction:	Online, Offline
Intake Capacity:	50
Eligibility:	+2

Course Objectives

- 1.The curriculum of Entrepreneurship Development is aimed to develop Entrepreneurial culture and foster the growth of innovation and Entrepreneurship amongst students.
2. The prime focus is to equip students with the skills, which make them eligible for the wide range of career opportunities offered by global undertakings.
3. Entrepreneurship Development would equip students with the necessary skills to make a meaningful contribution towards their personal and professional growth in future.
- 4 .Provide a platform for real time learning from the entrepreneurs.

Module 1 (3 Hours)

Entrepreneurship essentials

Need & Importance of Entrepreneurship-Nature & Scope of Business- Forms of Business organisation

Module 2 (8 Hours)

Setting up of Business

Procedure for establishing a small business- Business financing- Source of Short-term and Long-term finance- Role of Specialised Financial Institutions- Entrepreneurship assistance schemes(Central/State)- Business Incubation- Start-Up- Fund for start-up

Module 3 (10 Hours)

Business as a profession

Need for employment, avenues of employment and concept of self employment- Business Ideas- Generating Ideas- Ways to Generate Ideas- Feasibility Study- Types of feasibility study- Rural Entrepreneurship- Agripreneurship- Social Entrepreneurship- Women

Entrepreneurship- Student Entrepreneurship- role of society and family in the growth of an entrepreneur- Issues & Challenges faced by an entrepreneur

Module 4 (4Hours)

Innovations in Entrepreneurship

Meaning and Importance of Innovation- Role of Technology for Entrepreneurship
Development- use of E-Commerce and Social Media

Module 5(5Hours)

Industrial Visits

References

1. Aruwa S.A.S (2004), The Business of Entrepreneurs; A Guide to Entrepreneurial Development
2. Soyibo, A. (2006), The Concept of Entrepreneurship.
3. Vosloo V.W (2009), Entrepreneurship and Economic Growth

Course Outcome:

- Students will learn about Foundation of Entrepreneurship Development and its theories.
- Learners will identify the type of entrepreneur and the steps involved in an entrepreneurial venture.
- Learners will explore entrepreneurial skills and management function of a company with special reference to SME sector.

Assessment Procedure:

One hour duration written examination

Grading

Grading Scale	Grade
90-100%	A
80-89.9%	B
70-79.9%	C
60-69.9%	D
50-59.9%	E
0-49.9%	F

ADD-ON – COURSE
ENTREPRENEURSHIP DEVELOPMENT

Resource Persons Details

Sl.No	Resource Persons
1	Sri Sino Jacob Mathew, Industries Extention Officer Uzhavoor Block 9446508883 sinodick@gmail.com
2	GeorgekuttyCyriac 9447310156 Ever Green Industries
3	Sri. Sivaprasad Josco Food Products ,Vempally 9744259444 info@ojes.in
4	Thankappan V.K Senior Counsellor Financial Literacy Centre Uzhavoor Block Retired Syndicate Branch Manager 9446437139,9495677139 thankappanvkunjan@gmail.com
5	Sri.Prethish M babu Mattam Cakes & Bakers Ettumanoor 9961480407
6	AnoopViswam Senior Branch Manager Syndicate Branch, Pala Branch 9496004359 KL.4359PALA@SYNDICATEBANK.CO.IN
7	AntoPatrex LamaaraPvt. Ltd 9790024813 ceo@lamaaratech.com
8	Mr. Jose Kalappurackal josekalappura@gmail.com
9	Shan J Mamparambil Mamparambil Pizhaku P.O 9446200380

	mripvtltd@yahoo.com
10	Mathukutty Tom Thengumthottathil Palakattumalap.o Marangattupilly (secured state award as young Entrepreneur 2017-18) 9447776464
11	Abraham Edathinal/ (Reshmi) Edathinal Kurianad 8281437158
12	Boney J Mattam Mattathil (H) Kuravilangad P.O Kottayam 9447513757
13	Antony Augustine Kuttiyankal (H) Pala 9961403451 antony@kuttiyankal.com
14	Abeson Jose Edacheril (H) Mevada Pala 9946144040
15	Della Yugesh MS 20, A2 Vellayambalam Trivandrum 8281329137 dellapulickal@gmail.com

PHOTOS









List of students

Add-on Course –Entrepreneurship Development 2018-19

SL.NO	NAME	DEPARTMENT
1	AbhihaBalakrishnan	Chemistry
2	AjilDivakaran	Commerce
3	AlbinJohnet Jose	Commerce
4	Alpha Emmanuel	Commerce
5	Chinju Purushan	Commerce
6	JerinJoji	Commerce
7	Jeswin Jose Baby	Commerce
8	JyothyVijayan	Commerce
9	Kannan Babu	Commerce
10	Amala K B	English
11	Gerry George	English
12	Devapriya B	Mathematics
13	Robin Varghese	Mathematics
14	Aleena Thankachan	Commerce
15	AkshayaVijayan	Commerce
16	Anuja Maria Joy	Commerce
17	Aiswarya Babu	Commerce

25	Alaina P Geo	Commerce	Alaina	Alaina	Alaina	Alaina	Alaina	Alaina
26	Krishnendu Vijayan	Commerce	Krishnendu	Krishnendu	Krishnendu	Krishnendu	Krishnendu	Krishnendu
27	Parvathy M Nair	Commerce	Parvathy	Parvathy	Parvathy	Parvathy	Parvathy	Parvathy
28	Maggie Maria Joy	Commerce	Maggie	Maggie	Maggie	Maggie	Maggie	Maggie
29	Alphine Siby	Commerce	Alphine	Alphine	Alphine	Alphine	Alphine	Alphine
30	Jibin T John	Commerce	Jibin	Jibin	Jibin	Jibin	Jibin	Jibin
31	Gibson Mami	Commerce	Gibson	Gibson	Gibson	Gibson	Gibson	Gibson
32	Rony Joseph	Commerce	Rony	Rony	Rony	Rony	Rony	Rony
33	Kuriakose Mathew	Commerce	Kuriakose	Kuriakose	Kuriakose	Kuriakose	Kuriakose	Kuriakose
34	Alex George	Commerce	Alex	Alex	Alex	Alex	Alex	Alex
35	Akshay Raj	Commerce	Akshay	Akshay	Akshay	Akshay	Akshay	Akshay
36	George Benny Pathiyil	Commerce	George	George	George	George	George	George
37	Sharon Thomson	Commerce	Sharon	Sharon	Sharon	Sharon	Sharon	Sharon
38	Arun Joseph	Commerce	Arun	Arun	Arun	Arun	Arun	Arun
39	Albin Baby	Commerce	Albin	Albin	Albin	Albin	Albin	Albin
40	Joseph Mathew	Commerce	Joseph	Joseph	Joseph	Joseph	Joseph	Joseph

Soumya
 Soumya Sebastian
 FD club co-ordinator

MARK SHEET ADD ON COURSE ENTREPRENEURSHIP DEVELOPMENT (2018-19)			
SL.NO	NAME	DEPARTMENT	MARK (50)
1	AbhiyaBalakrishnan	Chemistry	40
2	AjilDivakaran	Commerce	35
3	AlbinJohnet Jose	Commerce	30
4	Alpha Emmanuel	Commerce	46
5	Chinju Purushan	Commerce	44

6	JerinJoji	Commerce	42
7	Jeswin Jose Baby	Commerce	36
8	JyothyVijayan	Commerce	43
9	Kannan Babu	Commerce	32
10	Amala K B	English	34
11	Gerry George	English	47
12	Devapriya B	Mathematics	40
13	Robin Varghese	Mathematics	40
14	Aleena Thankachan	Commerce	42
15	AkshayaVijayan	Commerce	41
16	Anuja Maria Joy	Commerce	45
17	AiswaryaBabu	Commerce	46
18	Elizabeth Joseph	Commerce	47
19	Jaya Lizabeth Siby	Commerce	48
20	Jisna T Benny	Commerce	46
21	Sneha Joy	Commerce	45
22	Anjaly Elizabeth Baby	Commerce	47
23	Roseya K S	Commerce	42
24	Bibikutty	Commerce	45
25	Alaina P Geo	Commerce	45
26	KrishnendhuVijayan	Commerce	48
27	Parvathy M Nair	Commerce	49
28	Maggie Maria Joy	Commerce	49
29	AlphineSiby	Commerce	45
30	Jibin T John	Commerce	42
31	Gibson Mani	Commerce	43
32	Rony Joseph	Commerce	44
33	Kuriakose Mathew	Commerce	45
34	Alex George	Commerce	42
35	Akshay Raj	Commerce	41
36	George Benny Pathiyil	Commerce	40
37	Sharon Thomson	Commerce	43
38	Arun Joseph	Commerce	42
39	Albin Baby	Commerce	41
40	Joseph Mathew	Commerce	41

Certificate



Conclusion

This course successfully provided an understanding of the nature of enterprise and entrepreneurship and introduces the role of the entrepreneur, innovation and technology in the entrepreneurial process. It is not about small business or life style businesses but instead the development of growth oriented businesses - whether for-profit or not-for-profit. Entrepreneurship is both a way of thinking and of doing. It involves "building something from nothing" and successful entrepreneurs know how to manage and mitigate uncertainty and risk. Upon successful completion of the course, the student will gain an expansive and deep appreciation of entrepreneurship, and its pivotal role in the economy. The course content is relevant to those individuals thinking about starting a business or who are already in business - large or small, those who are interested in commercialising their own innovations or of others, and those who advise entrepreneurs or engage in policy making in the entrepreneurship area.

Amid Mathew
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Brincy Mathew

Dr. Brincy Mathew
Add-on Course General Coordinator