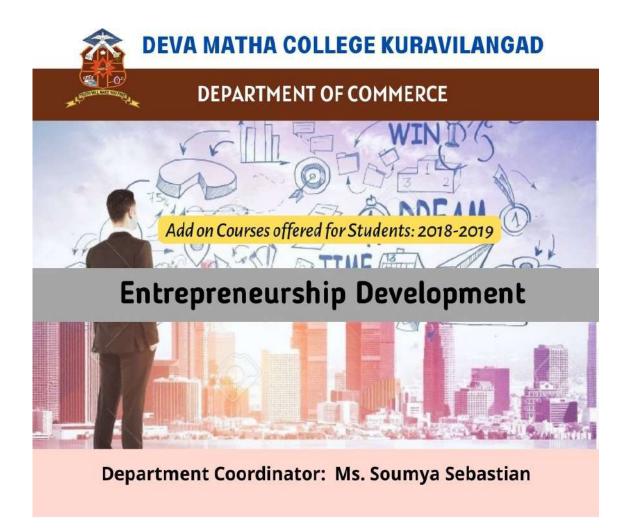
DEPARTMENT OF COMMERCE DEVA MATHA COLLEGE KURAVILANGAD

Affiliated to Mahatma Gandhi University, Kottayam



SYLLABUS ADD-ON COURSE In Entrepreneurship Development

Academic Year: 2018-19



Title: Entrepreneurship Development

Instructional Hours: 30 Hours

Duration: 3 months

Mode of Instruction: Online, Offline

Intake Capacity: 50

Eligibility: +2

SYLLABUS

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. Provide a platform for real time learning from the entrepreneurs.

Module 1 (3Hours)

Entrepreneurship essentials

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

Module 2 (8Hours)

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 (10Hours)

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 (5 Hours)

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

OUTCOME

Entrepreneurship Development would equip students with the necessary skills to make a meaningful contribution towards their personal and professional growth in future.

Assessment Procedure:

One hour duration written examination

Grading

Grading Scale	Grade
90-100%	A
80-89.9%	В
70-79.9%	С
60-69.9%	D
50-59.9%	Е
0-49.9%	F

TIRAVILANGE

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