

DEPARTMENT OF COMMERCE
DEVA MATHA COLLEGE KURAVILANGAD

Affiliated to Mahatma Gandhi University, Kottayam



SYLLABUS
ADD-ON COURSE
In
Entrepreneurship Development

Academic Year : 2019-20



DEVA MATHA COLLEGE KURAVILANGAD

DEPARTMENT OF COMMERCE

Add on Courses offered for Students: 2019-2020

Entrepreneurship Development

Department Coordinator: Ms. Soumya Sebastian

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%	B
70-79.9%	C
60-69.9%	D
50-59.9%	E
0-49.9%	F



Anil Mathew

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