

DEPARTMENT OF COMMERCE				<i>Certificate course</i>				
Sem	Course Type	Course Code	Course Title	Credits	Total Contact Hours	CIA	Ext	Total
	Certificate	20COMEDS	Entrepreneurial Development & Start Ups	2	30	50	50	100

Course Objectives

- To know the concept of Entrepreneur, types and factors contributing motivating factors
- To sensitize the importance of women in business and business opportunities for women entrepreneurs
- To identify the business opportunities on Startups
- To prepare a business project report independently

Unit	Contents	Hours
Unit 1	Introduction to Entrepreneur & Entrepreneurship Meaning of Entrepreneur – Characteristics – Functions – Entrepreneur Vs Manager – Intrapreneur /Corporate Entrepreneur - Types of Entrepreneur – Motivating Factors – Entrepreneurial Competencies – Entrepreneur and Economic Development.	6
Unit 2	Entrepreneurship Meaning – Definition – Factors stimulating Entrepreneurship – Factors affecting Entrepreneurship growth – Economic factor – Social Factors – Cultural Factors – Personality factors – Psychological and Sociological Factors. Theories of Entrepreneurship – Economic Theory - Social Theory – Psychological Theory – Motivational Theories.	4
Unit 3	Women Entrepreneurs Concept of Women Entrepreneurship – Factors Influencing Women Entrepreneurs – Types – Differences between Men Entrepreneur and Women Entrepreneur - Role of Women Entrepreneurs – Business opportunities for Women Entrepreneurs – Growth of Women Entrepreneurship in India – Institutions supporting Women in Entrepreneurship - Problems – Remedial Measures.	6
Unit 4	Business Idea and Starts Ups Source of Ideas – Identifying a Business Opportunity – Defining Opportunity – Preliminary Evaluation – Start up Initiatives by Government – Mentors – Accelerators – Incubators – Sources of Finance for Start Ups – Failure of Start Ups – Strategies for Success of Start Ups – Start Up Innovation in India.	8
Unit 5	Project Report Meaning – Importance – Precautions -Components – Contents of Project Report – General Information – Project Description – Market Potential – Capital Cost and Means of Finance – Source of Finance – Assessment of Working Capital Requirements – Economic and Social Consideration – Reasons for Failure of a Project – Preparation of Model Project Report.	6

Books for Study

E.Gordon and K. Natarajan, *Entrepreneurial Development*, Himalaya Publishing House, Mumbai.

Books for Reference.

1. Vasant Desai, *Entrepreneurship Development*, 2005, Himalaya Publishing House, New Delhi.
2. Jose Paul, N. Ajith Kumar, *Entrepreneurship Development*, 2003, Himalaya Publishing House, New Delhi.
3. Nandan, *Fundamentals of Entrepreneurship*, PHI Learning, New Delhi.
4. Dr. Jayashree Suresh, *Entrepreneurial Development*, Margham Publications, Chennai

Course Learning Outcomes

On completion of the course, students should be able to
<ol style="list-style-type: none">1. Describe the concept of entrepreneur and identify the contributing motivating factors for entrepreneurship2. Describe and apply the various theories of entrepreneurship3. Deliver various business opportunities for women entrepreneurs4. Create the various opportunities for on start-ups5. Prepare and Illustrate a business project report independently