

BHARATHIDASAN UNIVERSITY, TRICHIRAPALLI – 620 024

DIPLOMA IN ENTREPRENURSHIP DEVELOPMENT

(For the candidates admitted from the academic year 2006-2007 onwards)

Semes ter	Title of the Paper	Instru. Hours	Exam Hours	Total Marks
I	Paper I - Entrepreneurship: Concept and Significance	6	3	100
	Paper II - Entrepreneurship Support: Institutions and Environment	6	3	100
	Paper III - Business Opportunities & Business Planning	6	3	100
II	Paper IV - General Management & Finance	6	3	100
	Paper V - . Market Management	6	3	100
	Paper VI – Project (Internal evaluation): Project Report –75 marks Viva Voce - 25 marks	-	-	100

Eligibility:

Pass in +2, U.G Candidates can do this Diploma Course concurrently.

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Syllabus

Preamble

The country has registered substantial growth in our higher educational system and we are generating over 3 million graduates every year and over seven million plus two level candidates who are aspiring for employment. However our employment generation system is not in a position to absorb all these youth leading to increase in educated unemployed, year after year. Continuance of such a situation will lead to instability in our social structure. There is urgent need for higher education backed by employment opportunities.

A multi pronged strategy is needed to make education more attractive and simultaneously create employment potential. Firstly, the educational system should inculcate creativity, freedom and ability to generate wealth by adding entrepreneurship curriculum and prepare the students right from the school and college education to get oriented towards setting up of enterprises. Through such a curriculum, the youth should develop the spirit that "we can do it".

In the era of Knowledge Economy with innovation in the driving seat, the Institutions of Higher Learning (IHE) can no longer remain as mere suppliers of educated manpower for the job markets. IHE also have the mandate to sow seeds for new enterprises in all the emerging areas of economy and launch concerted efforts to cultivate a culture of Entrepreneurship among the younger generation in their folds.

In this context, the course on entrepreneurship aims at instilling and stimulating human urge for excellence by realizing individual potential for generating and putting to use the inputs, relevant to social prosperity and thereby ensure decent means of living for every individual.

Course Mechanics:

Five Course Modules and a Project Work Component [6 course equivalents]

Entry Level: + 2 Pass. Pattern: Annual. Duration: One year.

Medium of Instruction/Examination: Preferably, Tamil.

Aim: To convert the jobseekers into job providers and transform them as active contributors to national economy.

Objectives:

- To introduce the concepts of Entrepreneurship to the learner-participants.
- To offer access to information on Support Systems and Procedures for Entrepreneurs.
- To expose the learners to the latest developments in Entrepreneurship Development field
- To develop skills such as observation, evaluation, communication, resource mobilization & management, risk assessment, team building and motivate learners to develop entrepreneurial skills.
- To highlight leadership qualities, sensitivity to business ethics and adherence to a positive value system as core issues.
- To generate initiative, self-reliance and enthusiasm in the learners so as to empower them to become entrepreneurs both in spirit and performance.
- To create entrepreneurial culture among the participant-learners.

Paper 1: Entrepreneurship: Concept and Significance

Unit: 1. Evolution of the concept of Entrepreneur - Entrepreneurship: Definitions- Concepts of Entrepreneurship Development -Need- Role of Resource, Talent and spirit- Process of entrepreneurship and its development- Relevance of Entrepreneurship to Socio-Economic Gains.

Unit: 2. Nature, Purpose and pattern of Human Activities: Economic and Non-Economic- Entrepreneurial Pursuits and Human Activities- Need for Creativity and innovation in societies -Building enterprising Personality and Society - Entrepreneurship as a Human Resource Development concept -

Unit: 3. - Role of Entrepreneur in Indian economy with reference to self-employment development -Employment pattern of the educated in India- Entrepreneurial Culture- Importance of nursing Entrepreneurial culture in developing economies -. Entrepreneurial Values- Entrepreneurial Discipline and Social Responsibility

Unit: 4. Attitudes and Motivation- Self-efficacy, Creativity, Risk Taking, Leadership, Communication and Influencing Ability and Planning Action. - Developing Entrepreneurial Motivation and other competencies - Achievement Motivation: Concept And Process- Entrepreneurship as a desirable and feasible career option- Entrepreneur competencies and attributes- Characteristics of a successful Entrepreneur.

Unit: 5. Overview of Entrepreneur opportunities in contemporary business environment [opportunities in net-work marketing, franchising, business process outsourcing] in the early 21 century - Enterprise types-case studies of entrepreneurship in local tiny, small scale and rural industries –Factors that influence Entrepreneurship development in the region-Analysis.

[The course provider/teachers dealing with this course/ module should emphasize to students the desirability as well as feasibility of a career in Entrepreneurship in the Indian scenario.]

Paper 2:

Entrepreneurship Support: Institutions and Environment

Unit: 1. Institutions and Schemes of Government of India- Schemes & Programmes: GOI Min of Food Processing, Dept of Sc & Tech schemes - STEP-STED- Nationalised banks- Other Financial Institutions etc –SIDBI- NSIC- NABARD -IDBI- IFCI – ICICI-The EXIM Bank -ECGC [Specific focus on institutions financing long and medium term loans-Short term or working capital requirements -Risk Capital -Seed Capital/Marginal Money- Bridge loans]

Unit:2 Institutions and schemes in Tamilnadu for SSI support-State level Financial Corporations [SFC's:] - Schemes & Programmes :Small Industry Development Corporations, TN Women Development Corporation, TN Adi Diravidar Housing Dev Corpn- Other allied Schemes and programmes in Tamilnadu.

Unit:3 DIC ,DRDA: Roles, Schemes and programmes - Local Commercial banks- Lead Bank - Single Window scheme- Venture capital funds and non-government finance companies.

Unit:4 Introduction to facilitating /training/guidance organisations/institutions and its services- EDI-CED –NIESBD-Technical Consultancy Organizations – SISI- Industrial Extensions Bureaus- National Industrial Development Corporation, - KVIC -Commissioner of Cottage Industries -National Institute of Small Industry Extension and Training -

Unit: 5 Industry-Specific Agencies- National, State, Regional Level incentives and concessions- Documentation for loan application: Essentials – managing stages of sanction, acceptance, release of loans.

The Course Provider shall:

- up date information on the schemes, rate of interest and procedure for availing small loans from the Bank, deposit schemes and general banking, advances, priority Sector, non-priority sector, term loan and working capital facilities- Importance of Proper utilization and prompt repayment of bank loans.
- not make lengthy lectures but engage the participants through question-answer and discussion sessions.
- benefit to engage a Banker/DIC/DRDA official as a resource person or invite them for an interface.
- Give detailed information only on relevant items. If more details are needed ask the participants to go and collect information. This may also be used as an information seeking exercise.
- Involve Bank managers and maintain good liaison with Banks.

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Paper 3:

Business Opportunities & Business Planning

Unit :1 The environment [institutions and schemes] : importance, understanding roles- Scanning of Environment- Evaluation of factors – Sensing Opportunities – harnessing different sources of knowledge and information- Generation of Ideas. - Difference between 'Basic Ideas' and post scanning ideas- Steps in Sensing Entrepreneurial opportunities. - Assessment - The four Entrepreneurial Pitfalls (Peter Drucker).

Unit: 2. Market survey & Assessment – Demand, Supply and Nature of Competition- Cost and Price of Products - Project Innovation and Changes- Feasibility Study – Identification of applicable Entrepreneurial Opportunities- Selection of an Enterprise - Identification of product or service - identifying problems and opportunities- Defining Business Idea.

Unit: 3. Data collection for setting up small ventures -Preparing to set up a small-scale enterprise- Assessing Opportunities [Market, Resources, Control mechanism to mobilize resources, Organizational structure, Facilities and Technologies for starting an Enterprise] - Preliminary screening and preparation of detailed feasibility plan- main features of feasibility plan- [Four] Core questions prior to preparing a Business Plan.

Unit: 4 Business Planning: Importance, Levels, Purpose - [Seven] steps in Business Planning- Elements/ Components of a Business Plan- Planning location of the industry: factors for reckoning-Sourcing process: Raw materials, machineries and equipments- Infrastructure: land & Building - water & Power- planning production-Pricing –paying back loans and profit generation..

Unit: 5 The Project report - importance - uses– Characteristics of a Project Report- [7] Basic elements of a Project Report- Preparation of Project Report- [bearing every detail of the project under various heads like history, product, marketing strategies, manufacturing process, machinery, raw material, land and building, staffing, cost, means of finance, profitability etc]

Practical

- Developing a structured instrument [questionnaire] for conducting surveys of the various aspects of entrepreneur/enterprise.
- Preparing a comprehensive business plan.
- Study and analysis of Project Reports (of established enterprises)
- Report on Experiential Learning of successful and unsuccessful entrepreneurs.
- Case study (for analysis of advantages and disadvantages) of three main types of legal forms /enterprise types- Sole proprietorship, Partnerships, Corporations / Limited companies and also Co-operatives& Franchising.

Paper 4.

General Management & Finance

Unit: 1 Two fold management responsibility of an entrepreneur- General Management- Basic Management functions- Organizing production of goods and services -The Four Stage Growth Model- Planning - Organizing, Executing, Controlling resources both human and material- statutory Regulations & compliance

Unit: 2 Asset Management- Maintenance- Inventory decisions- Management of Equipments- Infrastructure issues- Production Plan and Scheduling - Production control- Inventory control- ABC analysis- Purchasing- Quality Control - determining cost, Income, Calculation of Profit/Loss.

Unit: 3 Business Communication: oral & written- Developing effective communication skills-Marketing communication- overcoming communication barriers- Advertisement-Public Relations-use of computers and IT.

Unit: 4 Meaning of Finance - Need for Financial Management - Ingredients of Finance Management- form of business organisation & entrepreneur's function in financial management – Types of business Finance [fixed capital and working] & management.

Unit 5 - Meaning and Process of Financial Planning - Role of Financial Planning in Financial Management - Factors affecting the formulation of a financial plan - Meaning and Factors of Capital Structure - - Importance of Budgets- Basic concepts - Kinds of Budgets- Profit Maximization- Wealth maximization- Minimization of assets.

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Paper 5: Market Management

Unit: 1 Meaning and Concept of marketing- Objectives of Marketing Management- Marketing functions- Functions of exchange, physical supply and facilitation -Marketing Plan- Marketing Mix-Four Ps-Product, Pricing, Promotion and Place (Distribution) elements.

Unit: 2 Marketing for Total Gain (MTG) -new elements: three Cs [cooperation, competency, capacity] and three Ts [talent, timing, teamwork] - Market Research-importance, process, primary and secondary data- assessment-

Unit: 3 - Product planning and development- Standardization and grading- Consumer expectations and quality- statutory requirements- Budgeting and financing marketing efforts for SSIs - Packaging- Branding- Pricing- Promotion: issues and practices with specific reference to regional environment (including legislations) impacting SSI sector/products and services.

Unit: 4 Mass Markets and issues in small business marketing- Marketing Orientation for SSI- Retaining and creating market segments -The concept and application of product life for SSI products - Marketing assistance, subsidies and other Fiscal & Monetary Incentives-tax concessions and stipulations.

Unit: 5 Advertising- Sales Promotion- publicity, sales and distribution management—Local Advertising- consortium marketing- competitive bidding/tender marketing, negotiating with principal customers.

Practical to be incorporated: [for all the five papers]

1. Conduct of mini market survey (one day exercise) - Data collection through questionnaire and personal visits.
2. Entrepreneurial Motivation Training - Through games, role-playing discussions and exercises
3. a) Working capital and fixed capital assessment and management - Practice
b) Exercise on Working capital and fixed capital calculation - Practice
4. a) Analysis of sample project report – Discussions.
b) Break even analysis - Practice Sessions
5. Communication written and oral – Practice Sessions.

6. Case Studies

Paper 6 Project Report (Internal Evaluation):

Preparation of a Project Report for an enterprise involving products/services

Students may be provided adequate guidance to choose a project based on their interests and availability of information and authentic inputs in the locality. A specimen proforma of project report (to be given) may be used for preparing the report. At the same time mechanical preparation of the report by filling in the information in the proforma should be discouraged.

The students could also be required to appear for a Viva-voce on the basis of their projects and this would make the students take sufficient care to prepare the report after studying the various aspects involved thoroughly. In a nutshell, the project report should lead to a viable enterprise.

Market Survey Report

Market research is the process and technique of finding out who the potential customers are and what they want. The survey may be on products and services already available in the market or students may also conduct surveys for new products and services. The report of the survey should be organised under the following broad headings:

1. Objectives.
2. Methods and tools (interviews, questionnaires etc.) to be used to collect information.
3. Records of data and information.
4. Analysis of data and information.
5. Interpretation and conclusion.

[For example, a survey may be conducted to find out the choice of households in toiletry soap, tooth paste etc. The data may be analyzed to establish a pattern that may be useful to an entrepreneur.]

A few topics suggested for carrying out case studies:

- i) Drawing a profile of a successful entrepreneur.
- ii) Studying a public sector undertaking and highlighting its success/failure, by analyzing the factors responsible.
- iii) Studying a small-scale unit in the locality to bring out the procedures and processes adopted by the unit to become a feasible business venture.
- iv) A study of competition in business by choosing two or more rivals in the market and analyzing their strengths and weaknesses.
- vi) A case study on a thriving fast food shop/restaurant in the locality. What makes it so popular?
- vii) A case study on the ways in which a business unit has mobilized its financial Resources.
- viii) A case study on the enterprise management techniques adopted by a business house.
- ix) A case study on the marketing strategies of a successful consumer durable company.
- x) A case study on the financial management of a Public Limited Company.
- xi) A case study on any Specialized Institution that supports and guides the establishment of a small-scale unit.
- xii) Studying the balance sheets of two big private companies to assess their trade and credit worthiness.
- xiii) Studying the inventory management of a large manufacturing industry to ascertain the processes involved for optimizing cost.
- xiv) Carrying out a case study on an established industrial house/company to find out the value system of the company and how it fulfils its social commitment/obligations.
- xv) Carrying out a case study on an established industry to ascertain the processes followed to reduce/prevent pollution.
- xvi) Study on environment friendly companies and their contribution to preservation of natural resources.

Suggested References for the Course Providers for all the six papers

- A Guide to Small Scale Entrepreneurs, Director of Industries, Government of Tamil Nadu, Chennai, 1985
- A Handbook of Entrepreneurship, Edited by BS Rathore and Dr JS Saini; Aapga Publications, Panchkula (Haryana)
- A Hand Book for Entrepreneurs, TANSTIA, Chennai, 1994.
- Building A Chain of Customers, Richard J Schonberger, The Free Press, New York, 1990.
- Behavioral Exercises and games - Manual for trainers, , M. V.Despande, P. Mehta and M. Nandami. Learning systems, Greeter Kailash, New Delhi, 1978

- Course Manual on Working capital management, SISI,

- Developing Entrepreneurship – A Hand book, Rao, T.V. and Udai Pareek, Learning Systems, Greeter Kailash, New Delhi, 1978
- Dynamics of Entrepreneurial Development and Management, Vasant Desai, Himalaya Publishing House, 3rd edition, 1997.
- Entrepreneurial Development - Dr. S. Moharana and Dr. C.R.Dash, RBSAPublishers, Jaipur.
- Entrepreneurial Development, S.S.Khanna, S.Chand & Company Ltd., Ram Nagar, New Delhi.
- Entrepreneurial Development, C.B. Gupta and N.P.Srinivasan, Sultan Chand & Sons, 1992.
- Entrepreneurship Development, Principles, Policies and Programmes, Saravanavel, P. Pub by Author, 1987.
- Entrepreneurship, Growth and Development, Rashi Ali, Chugh Publication, Strech Road, Civil Lines, Post Box No. 101, Allahabad-211991.
- Entrepreneur and Entrepreneurship Development and Planning in India, D.N.Mishra, Chugh Publication, Allahabad.
- Entrepreneurship - Class XI - C. B. S. E., Delhi.
- Entrepreneurship - Class XII- C. B. S. E., Delhi.
- Entrepreneurship, Holt, Prentice Hall, New Delhi, 1982.
- Entrepreneurship and venture Management, Baumback C.M. and R.Manusco, DBT Araporevale & sons, Bombay, 1981.
- Entrepreneurship, New Venture Creation, David H Hott, - Prentice - Hall of India Pvt. Ltd., New Delhi, 2000.
- Entrepreneurship and Small Business Management, Nicholas Siropolis, (Houghton Mifflin Company, Boston), All India Publishers and Distributors Regd., Chennai - 1998.
- Entrepreneurship, Strategic Management and Globalization, Sharma D.D. Dhanieja S.K.Gurjar B.R ,Rawat Publications, Jaipur, 1999
- Entrepreneurship Development by CB Gupta and P Srinivasan, Sultan Chand and Sons, New Delhi
- Environmental Engineering and Management by Suresh K Dhamija, SK Kataria and Sons, New Delhi
- Environmental and Pollution Awareness by Sharma BR, Satya Prakashan , New Delhi
- Guide Book for Entrepreneurs, D. Koil Pillai,SIDCO,TN.
- Handbook of Small Scale Industry by PM Bhandari,
- How to start and run an SSI, T V Hariharan, TANSTIA,
- Trainer's Manual on Developing Entrepreneurial Motivation, M.M.P. Aukhori, S.P. Mishra and R. Sengupta, NIESBUD, NSIC-PATC Campus, Okhla.
- Making of an Entrepreneur, how to set up your own enterprise and manage it successfully, Sulakshan Mohan, Indian Publishers & distributors, Delhi , 2000.

- Marketing Management by Philip Kotler, Prentice Hall of India, New Delhi
- Management of Small Scale Industry, Vasant Desai, Himalayan Publishing House, Bombay, 1982.
- Product Selection by Prof. H.N. Pathak, NIESBUD, NSIC-PATC Campus, Okhla.
- Practical Guide to Entrepreneurs, Srinivasan, S.B., Sultan Chand & Sons, New Delhi, 1981
- Principles of Management by Philip Kotler TEE Publication
- .Thakur Kailash, Environmental Protection Law and policy in India: Deep and Deep Publications, New Delhi
- Total Quality Management by Dr DD Sharma, Sultan Chand and Sons, New Delhi.
- You can be an Entrepreneur, Compilation by TIDITSSIA, Tiruchy, 2006

Magazines

- Science Tec. Entrepreneur (A Bi Monthly Publication), Centre for Entrepreneurship Development, M.P. (CEDMAP), 60 Jail Road, Jhangerbad , Bhopal -462008.
- Project Profile by DCSSI.
- Project Profile, Centre for Entrepreneurship Development, M.P. (CEDMAP), 60 Jail. Road, Jhangerbad, Bhopal-462008.

Pamphlets / Brochures etc

- Pamphlets on various schemes in TN- [Eg: Mahalir Thittam, PMRY, New Anna Marumalarchi Thittam etc]
STICON souvenirs.