

CERTIFICATION COURSE ON INNOVATION AND BUSINESS ENTREPRENEURSHIP UNDER CBCS

Regulations & Syllabi - 2021-2022 onwards

About Centre for Entrepreneurship and Skill Development (CESD)

The Centre for Entrepreneurship and Skill Development has been attached with Department of Commerce and Financial Studies, School of Business Studies, Faculty of Management, Bharathidasan University in September 2018. The Entrepreneurship and Skill Development Centre is responsible for co-ordination of all skill development efforts across University, bridge the demand and supply of skilled manpower, build the vocational and technical training framework, skill up-gradation, build new skills, and promote innovative thinking not only for existing and potential jobs. The students of this Certificate Program would gain practical knowledge through certain hands on training, educational tours, organizing events and other innovative teaching methods besides relevant theoretical knowledge.

1) Program Features

Program	: Certification Course on Innovation and Business Entrepreneurship
Pattern	: Semester
Mode	: Concurrent – Classes during Weekends/Holidays of the University to facilitate learners
Duration	: Two Academic Years of Four Semesters
Medium of Instruction	: English only
Eligibility	: The Students currently studying PG / Ph.D in the University Departments.

2) Credits

The total credits for this programme are 8 (4 Courses @ 2 credits)

3) Attendance

The students are eligible to write the examinations if they obtain a minimum 75% of attendance. The students should pay condonation fee along with the Medical Certificate if they obtain 65% to 75% attendance. The students, who obtain below 65% of the attendance, have to re-do the semester(s) after completion of the program.

4) Conduct of the Classes

The classes for this certification program will be conducted during weekends and other public holidays in this department. In each semester, five hour classes of 8 days will be conducted.

5) Selection of the Courses by the Students

The Students are permitted to study one / two course(s) in one semester. On successful completion of all the four courses, a certification on the Innovation and Business Entrepreneurship will be issued by the University. In case, the student completes one or two course(s), a mark statement to that effect will be issued to the students.

6) Evaluation

Evaluation of each course shall comprise of Continuous Internal Assessment (CIA) for 25 marks and End Semester Examination (ESE) for 75 marks. The Scripts of ESE will be evaluated by outside examiners.

The components of CIA Marks are as follows

Components		Marks
Test (Two)	=	10 (Third test for genuine absentees)
Seminar	=	5
Assignment	=	5
Case analysis/ Quiz/ Group discussion	=	5
Total		<u>25</u>

b) Question Paper Pattern for the Final Examination

Part A	Questions	Marks	Total Marks
Ten Questions (no choice) (Two Questions from each unit)	10 ×	2	20 marks
Part B			
Five Questions (either or type) (One Question from each unit)	5 ×	5	25 marks
Part C			
Three Questions (either or type) (At least one Question from each unit)	3 ×	10	30 marks
Total Marks			75 marks

Questions using 'What' need to be avoided.

7) Passing Minimum

A student is declared to have passed in each course if he/she secures not less than 40% marks in University Examinations and 40% marks in CIA and not less than 50% marks in the aggregate taking CIA & University Examinations marks together. The Failed candidates in the Internal Assessment are permitted to improve their Internal Assessment marks in the subsequent semesters (2 chances will be given) by writing the CIA tests and by submitting assignments. The regulations of our University relating to Instant Examination, Revaluation and Re-totaling will be followed.

8) Case Studies

Each student should go to the identified business units, develop a case and submit the case to the Course Teacher after presentation. They can do the case analysis in the different aspects of Entrepreneurship. They should submit their detailed case reports (typed in MS Word Font Size 12 Line Spacing 1.5) covering the Company's Origin, Structure, Control System and Growth, analysis results along with tables, charts, figures etc., to the Department and to the institution whose case they are analyzing. The students will be evaluated based on the report presentation and the feedback provided by the officials in the respective institutions.

9) Course Fee: As prescribed by the University from time to time.

10) Other Regulations:

- a) **Span Period:** The candidates who have arrears shall be allowed to complete the programme within two years from the completion of the programme.
- b) The Departmental Committee may be empowered to change/modify the regulations relating to Certificate Course on Innovation and Business Entrepreneurship as and when required.
- c) The Departmental Committee may be empowered to implement the orders of the University.
- d) The Common regulations of the University shall also be applicable to this Programme.

CENTRE FOR ENTREPRENEURSHIP AND SKILL DEVELOPMENT
Certification Course on Innovation and Business Entrepreneurship Under CBCS
(Value Added Courses)

Syllabus - 2021-2022 onwards

Sl. No	Course Code	Title of the Course	Total Instruction Hours (per semester)		No of Credits	Marks		
			Class Hours	Practical Hours		CIA	ESE	Total Marks
01	CCIBE1/21	Entrepreneurial Mindset and Innovation	40	40	2	25	75	100
02	CCIBE2/21	Business Plan and Ethics	40	40	2	25	75	100
03	CCIBE3/21	Digital Marketing for Entrepreneurs	40	40	2	25	75	100
04	CCIBE4/21	Financing Innovations and New Ventures	40	40	2	25	75	100
		Total	160	160	8	100	300	400

CIA = Continuous Internal Assessment ESE = End Semester Examination

CCIBE1/21 –ENTREPRENEURIAL MINDSET AND INNOVATION

Course Aim: To provide basic knowledge about the entrepreneurship, entrepreneurial mind set, entrepreneurial decision making and innovation and to give insights into bringing innovation in entrepreneurship.

Course Outcomes: At the end of this course, students should be able to:

CO1	Compare the different types of entrepreneurs.	L1 & L2
CO2	Appraise the mindset and traits of entrepreneurs	L2 & L3
CO3	Determine the entrepreneurial decision-making process	L6
CO4	Evaluate the various sources to improve the creativity and innovation	L5& L6
CO5	Assess the decision by combining technological innovations.	L6
L1 - Remember; L2 - Understand; L3 - Apply; L4 - Analyze; L5 - Evaluate; L6 - Create		

Pedagogical Methods Adopted: Flipped Learning, Blended Learning, Experiential Learning, Participative Learning, Case Study Method and Problem Based Learning

Unit – I: Concept of Entrepreneurship: Meaning of Entrepreneurship – Nature of Entrepreneurship – Myths about Entrepreneurship – Entrepreneurs and Value Creation – Entrepreneur Vs Manager – Entrepreneur Vs Intrapreneur – Examples of Intrapreneurs – Role of Entrepreneurs in Economic Development

Unit – II: Entrepreneurial Mindset and Traits: How successful Entrepreneurs Think – Traits of Entrepreneurship: Commitment, Determination and Perseverance – Disciplined and Determined to Achieve – Self-Confidence and Optimism – Tolerance for Failure – Opportunity Orientation – Initiative and Responsibility – High Energy Levels and Intensity of Purpose – Strong Interpersonal Skills and Team-Building Abilities – Creativity and Innovation

Unit – III: Entrepreneurial Decision Making: Entrepreneurial Decision Making Process – Heuristics and Biases in Decision Making – Reasons for Irrational Decisions in Real life – Entrepreneurship and Risk Bearing

Unit – IV: Creativity and Innovation: Meaning of Creativity – Components of Creativity – Creative Thinking – Four Different Approaches to Creativity – Lateral Thinking – The Creative Process – Characteristics of Creative People – How to Improve Creative Abilities – Increasing Creativity in Organisations – Innovation – Definition of Innovation – Process of Innovation

Unit – V: Technological Innovations: Economic Viability and Ethical Issues: Introduction to Technological Innovation – Challenges of Innovation – Key Factors in Technology Decisions – Why do Firms Fail to Innovate? – Generation of Business Ideas and Economic Viability – Principles of Innovation – The Ethical Side of Entrepreneurship – Ethical and Unethical Behaviour: Dilemmas Managing Technology – Technology and Competitive Advantage – Managing Innovation

Unit VI: Current Contours (for Continuous Internal Assessment Only): Contemporary Developments Related to the Course during the Semester Concerned.

References

Books

1. Abha Mathur, (2021), *Taxmann's Entrepreneurship – Simple, Systematic Explanations along-with Comprehensive Coverage of the Concept & Theories*, New Delhi: Taxmann Publications Private Limited.
2. David Chitakunye, Amandeep Takhar, (2018), *Examining the Role of Women Entrepreneurs in Emerging Economies*, IGI Global, USA.
3. Elizabeth Mays, Michelle Ferrier, (2017), *Media Innovation And Entrepreneurship* , Rebus Foundation.
4. Gordon, E and Natarajan, K, (2018), *Entrepreneurship Development*, Himalaya Publishing House Pvt. Ltd., Mumbai.
5. Martha Corrales-Estrada, (2019), *Innovation And Entrepreneurship A new Mindset For Emerging markets*, emerald publishing UK,Japan
6. Neeta Bapoikar, (2018), *Entrepreneurship Development and Project Management*, Himalaya Publishing House, Mumbai.
7. Camp, S., Littman, J. (2020). *The Entrepreneur's Faces: How Makers, Visionaries and Outsiders Succeed.* (n.p.): Snowball Narrative.

Online Reference

1. MOOC Material: *Entrepreneurship I: Principles and Concepts*, Created by University of Illinois, delivered by Coursera, Taught by: Patrick James Murphy.
2. MOOC Material: *Essentials of Entrepreneurship: Thinking & Action*, created by California, Irvine, delivered by: Coursera, Taught by: David Standen.
3. MOOC Material: *Entrepreneurship and Family Business*, Created by RMIT University, Irvine, Delivered by: Open2study, Taught by: Leon Levin.
4. MOOC Material:*Entrepreneurship 4: Financing and Profitability*, Created by University of Pennsylvania, Delivered by Coursera, Taught by: David Bell and Karl T. Ulrich.

Mapping with Programme Outcomes										
COs	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	2	3	3
CO3	3	2	3	3	1	3	3	2	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	1	3	3	3	3	3

1 – Low, 2 – Medium, 3 - Strong

CCIBE2/21 –BUSINESS PLAN AND ETHICS

Course Aim: The aim of the course is to provide basic knowledge on the business plan and ethics. It also aims to enable the prospective entrepreneurs to draw their own business plan and to imbibe the ethical values on their entrepreneurship venture.

Course Outcomes: At the end of this course, students should be able to:

CO1	Identify the nature and scope of Business plan.	L2& L3
CO2	Draft their own business plan with all components	L2 & L3
CO3	Enable to understand the significance and benefits of business ethics	L6
CO4	Evaluate the recognizing, managing and legal compliance for business ethics	L4 & L5
CO5	Articulate the framework for ethical decision making in business.	L6
L1 - Remember; L2 - Understand; L3 - Apply; L4 - Analyze; L5 - Evaluate; L6 - Create		

Pedagogical Methods Adopted: Flipped Learning, Blended Learning, Experiential Learning, Participative Learning, Case Study Method and Problem Based Learning

Unit –I: Introduction to Business Plan: Meaning of Business Plan – Importance of Business Plan–Investors Expectation on Business Plan – Types of Business Plan - Issues beyond Business Plan – Business Plan Process – Sources of information – Sources of Market Research – Focus and Refine the concept – Outline the specifics of the Business – Using the Compelling form for the Plan

Unit – II: Business Plan Components: Cover Letter – Executive Summary – Table of Contents – Business Description and History – Business Structure – Product or Service Description – Market Analysis and Trend – Operations – Technology Plan – Management and Organisation – Social Responsibility and Sustainability – Financial Data and Projections – Appendix

Unit – III: Business Ethics: Definition of Business Ethics – A Crisis in Business Ethics – The Reason for Studying Business Ethics – The Development of Business Ethics – Developing, Organisational and Global Ethical Culture – The Benefits of Business Ethics

Unit – IV: Institutionalisation of Business Ethics: An Ethical Dilemma – Recognising an Ethical Issue – Ethical Issues and Dilemmas in Business – The Challenge of Determining an Ethical Issue in Business – Managing Ethical Risk through Mandated and Voluntary Program – Mandated Requirements for legal Compliance – The Sarbanes-Oxley Act – Laws That Encourage Ethical Conduct

Unit – V: Ethical Decision Making: A Framework for Ethical Decision Making in Business –Ethical Decision Making to improve Ethical Decisions – The Role of Leadership in a Corporate Culture – Leadership Styles Influencing Ethical Decisions – Habits of Strong Ethical Leaders

Unit VI: Current Contours (for Continuous Internal Assessment Only): Contemporary Developments Related to the Course during the Semester Concerned.

References:

Books

1. Lawrence j. & Gitman et al (2018), *Introduction to Business*, Openstax, Rice University Houston ,Texas ,U.S A
2. Jason Brennan&William English et al (2021), *Business Ethics For Better Behavior*, OXFORD University Press, U.S.A.
3. Mike P.MC Keever(2019), *How to write a Business Plan* , NOLO,U.K & U.S.A
4. JoanneB.Ciulla 2019 *Ethical Business Leadership in Troubling Times*, Edward Elgar Publishing UK & USA.
5. Gailp,Hiduke& J.D.Ryan(2013), *Small Business An Entrepreneur’s Business Plan* SOUTH –WESTERN CENGAGE Learning.U.S.A.
6. Norman E.Bowie& Meg Schneider (2011),*Business Ethics For Dummies*, John Wiley & Sons Publishing.U.S.A
7. Peter Stanwick & Sarah StanWick(2016),*Understanding Business ethics*, SAGE Publication.
8. Timmons and Spinelli, (2016), *New Venture Creation : Entrepreneurship for 21st Century*, Tata McGraw Hill Publishing Company New Delhi.

Online Reference

1. MOOC Material: *Business Ethics: An Introduction to Ethics for Business Leaders (Future Learn)* Created by University of Illinois, Delivered by Coursera, Taught by: Patrick James Murphy.
2. MOOC Material: *Business Ethics For the Real World*, Created by Santa Clara University, Delivered by: Coursera, Taught by: Kirk.O Hanson.
3. MOOC Material: *Making Successful Decisions Through the strategy , Law & Ethics Model*, Created by University of Michigan Delivered by: Couseira, Taught by: George Siedel
4. MOOC Material: *Managing Responsibly Practicing Sustainability, Responsibility and Ethics*, Created by University of Manchester, Delivered by Coursera, Taught by:Oliver Laasch .

Mapping with Programme Outcomes										
COs	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	3	3	3	3	3	1
CO2	3	3	3	3	3	3	3	2	3	2
CO3	3	3	3	3	1	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	1	3	3	2

1 – Low, 2 – Medium, 3 - Strong

CCIBE3/21 - DIGITAL MARKETING FOR ENTREPRENEURS

Course Aim: This course aimed to provide a broad understanding of the principles and techniques of digital marketing for financial applications and to illustrate the use of Facebook, Google Ad words, YouTube and Email in various contexts of Digital Marketing.

Course Outcome: After completing this course, the student should be able to:

CO1	Describe, define and apply the major components of Digital Marketing.	L1 & L2
CO2	Appraise the Facebook Marketing strategies.	L5
CO3	Evaluate Google AdWords for efficient digital marketing scenarios.	L4
CO4	Integrate the YouTube marketing techniques for real time marketing analytics.	L6
CO5	Develop email marketing and content writing for developing and enhancing digital marketing.	L3 & L6
L1 - Remember; L2 - Understand; L3 - Apply; L4 - Analyze; L5 - Evaluate; L6 - Create		

Pedagogical Methods Adopted: Flipped Learning, Blended Learning, Experiential Learning, Participative Learning, Case Study Method and Problem Based Learning

Unit - I: Digital Marketing Planning and Structure: Inbound Vs Outbound Marketing- Content Marketing- Understanding Traffic- Understanding Leads- Strategic Flow for Marketing Activities- Strategic Design of Home Page- Strategic Design of Products & Services Page- Strategic Design of Pricing Page- Portfolio- Gallery and Contact Us Page- Call to Action (Real Engagement Happens)- Designing Other Pages- SEO Overview- Google Analytics Tracking Code- Website Auditing- Designing Word press Website.

Unit - II: Facebook Marketing Fundamentals: Profiles and Pages- Business Categories- Getting Assets Ready- Facebook Ad Campaigns: Organic v/s Paid- Defining AdObjective- Performance Matrix- Ad Components- Designing Creative Image- Facebook Ad Structure- Setting Up Facebook Ad Account- Create Ad –Targeting- Create Ad –Budgeting- Create Ad – Creative- Content and CTA- Boosting Page Posts- Page Promotion.

Unit - III: Google Adwords: Understanding Adwords- Google Ad Types- Pricing Models- PPC Cost Formula- Ad Page Rank- Billing and Payments-Adwords User Interface- Keyword Planning- Keywords Control- Creating Ad Campaigns- Creating Text Ads- Creating Ad Groups- Case Studies.

Unit - IV: YouTube Marketing: - Google Pages for YouTube Channel- Branding Watermark- Featured Contents on Channel- Channel Main Trailer- Creator Library- Case Studies. Channel Navigation- Video Thumbnail- Live Broadcasting- Managing Playlists- Managing Comments- Managing Messages- Monetization with Ad sense- Paid YouTube Channel- Channel Analytics- Real Time Analytics- Case Studies.

Unit - V: Email Marketing - Content Writing: Email Machine –The Strategy- Email Frequency- Sequence of Email Triggers- Email Example - Topic- Intro- Product- Secondary Value- Fear- Regret- Ask for Sales- Reinforcement- Offers Announcements- Urgency- Cross Sales- Re-Engagement- Buyer Vs Consumer. Email Software and Tools- Importing Email Lists- Planning Email Campaign- Email Templates and Designs- Sending HTML Email

Campaigns- Web Forms Lead Importing- Integrating Landing Page Forms- Campaign Reports and Insights- Segmentation Strategy- Auto Responder Actions- Case Studies.

Unit VI: Current Contours (for Continuous Internal Assessment Only): Contemporary Developments Related to the Course during the Semester Concerned.

References:

Books:

1. Branding, M. (2021). *Digital Marketing 2021: Turn Your Online Business, Social Media Agency Or Personal Brand Into a Money Making Machine Using Facebook, Instagram and LinkedIn - Best Strategies for Beginners are Included.* (n.p.): My Publishing Empire Limited.
2. Chaffey, D., & Smith, P. R. (2017). *Digital marketing excellence: planning, optimizing and integrating online marketing.* Taylor & Francis.
3. Charlesworth, A. (2020). *Absolute Essentials of Digital Marketing.* United Kingdom: Taylor & Francis.
4. Clarke, C., Preace, A. (2020). *Digital Marketing for Business 2021: Exceed 2020 With the Step-By-Step Guide for Beginners, Make Money Online Using the New Strategies to Win in The Digital World, and The Ultimate Tips and Tricks.* (n.p.): Amazon Digital Services LLC - KDP Print US.
5. Google Adwords for Beginners: A Do-It-Yourself Guide to PPC Advertising, Cory Rabazinsky.
6. Hartman, K. (2020). *Digital Marketing Analytics: In Theory And In Practice.* (n.p.): Amazon Digital Services LLC - KDP Print US.
7. Henneberry, R., Deiss, R. (2020). *Digital Marketing For Dummies.* United States: Wiley.
8. Holder S.K., (2021), *Starting an Online Business and Internet Marketing 2021: Guide to Setting up an E-Commerce Website, SEO, and Digital Marketing Strategies.*
9. Star, D. (2019). *Digital Marketing 2020: Grow Your Business with Digital Marketing.* (n.p.): Independently Published.
10. Subhankar Das and Subra Rani Mondal, (2020), *Innovations in Digital Branding and Content Marketing. (2020).* United States: IGI Global.

Online Reference:

1. MOOC Material: *Digital Marketing Specialisation*, Created by: ILLINOIS University, Delivered by: [Coursera](#), Taught by: Aric Rindfleisch
2. MOOC Material: *Digital Media and Marketing strategies*, Created by: ILLINOIS University, Delivered by: [Coursera](#), Taught by: Mike Yao
3. MOOC Material: *Social Media Marketing Specilisation* Created by: Northwestern University, Delivered by: [Coursera](#), Taught by: Randy Hlavac
4. MOOC Material: *Introduction to Social Media Marketing*, Created by: Face book Delivered by: [Coursera](#), Taught by: Anke Audenaert

Mapping with Programme Outcomes										
COs	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3	3	2	3	3	3
CO2	3	3	3	3	3	3	3	2	3	2
CO3	3	2	3	3	1	3	3	2	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	1

1 – Low, 2 – Medium, 3 - Strong

CCIBE4/21 – FINANCING INNOVATIONS AND NEW VENTURES

Course Aim: The aim of the course is to enable the students to know the process of financing new and innovative firms and to educate the importance of institutional support and assistance for entrepreneurship.

Course Outcomes: At the end of this course, students should be able to:

CO1	Plan various types of financing for each life cycle stage of entrepreneurship	L6
CO2	Appraise various sources of equity and debt financing.	L5
CO3	Explain various central and state level institutional support for entrepreneurs	L5
CO4	Evaluate the role of financial institutions in supporting entrepreneurship	L4 & L5
CO5	Analyse various forms of Government subsidies and assistance for entrepreneurs	L4
L1 - Remember; L2 - Understand; L3 - Apply; L4 - Analyze; L5 - Evaluate; L6 - Create		

Pedagogical Methods Adopted: Flipped Learning, Blended Learning, Experiential Learning, Participative Learning, Case Study Method and Problem Based Learning

Unit – I: Financing Innovation: Meaning of Innovative Firm – Characteristics of Innovative Firm - Meaning of Entrepreneurial Finance – Principles of Entrepreneurial Finance – Role of Entrepreneurial Finance – Venture Life Cycle – Financing through the Venture Life Cycle – Types and Sources of Financing by Life Cycle Stage - Seed Financing – Start-up Financing – First Round Financing – Second Round Financing - Mezzanine Financing – Liquidity Stage Financing – Seasoned Financing

Unit – II: Sources of Finance for Innovation: Issues of Sources of Finance for Innovation – An Overview of Sources of Finance for Innovation – Estimating Requirement of Funds – Sources of Capital – Debt Financing – Equity Capital and Self-Funding: Owned Funds Vs Borrowed Funds, Public Offerings, Private Placements, Venture Capital – Lease Financing – Angel Financing – Types of Angel Investors

Unit – III: Institutional Support to Entrepreneurs : Institutions at National Level: Small Scale Industries Board, Small Industries Development Organisation, Small Industries Service Institute, National Small Industries Corporation, National Productivity Council, National Research Development Corporation, Khadi and Village Industries Commission – Industry Associations – Industry Related Research Institutions – Specialised Training Institutes – Institutions at Tamil Nadu

Unit IV: Institutional Finance to Entrepreneurs: State Financial Corporations – Small Industries Development Bank of India – The Micro Units Development and Refinance Bank (MUDRA)

Unit V: Incentives and Subsidies: Meaning of Incentives and Subsidies – Central Government Subsidy Schemes – Tax Concessions – Assistance: Marketing, Export, and Technical Assistance – Subsidy Schemes of Government of Tamil Nadu

Unit VI: Current Contours (for Continuous Internal Assessment Only): Contemporary Developments Related to the Course during the Semester Concerned.

References:

Books

1. Bernard Guillhon, 2020, *Venture Capital and the financing of Innovation*, John Wiley & Sons, Inc , USA.
2. Francesca Di Pietro, 2020 *Crowd funding for Entrepreneurs* , Routledge , NEW YORK
3. Lourdes Casanova ,Peter Klaus Cornelius & Soumitra Dutta 2018, *Financing Entrepreneurship and Innovation in Emerging markets*, Academic Press, Elsevier, U.K
4. Luisa Alemany&Job J.andreoli 2018, *Entrepreneurial Finance The Art and Science of growing Ventures*, CAMBRIDGE University Press, U.K.
5. Neeta Bapoikar, 2018, *Business Planning for New Ventures A Guide for Start-ups and new innovations* , Routledge Taylor & Francis Group, LONDON AND NEW YORK
6. Timmons and Spinelli, 2016, *New Venture Creation : Entrepreneurship for 21st Century*, Tata McGRaw Hill Publishing Company New Delhi

Online Reference

1. MOOC Material: *Financing Innovative Ventures*, Created by University System of MARYLAND , Delivered by edX, Taught by: Michael Pratt.
2. MOOC Material: *Financing and Profitability*, Created by University of Pennsylvania,Delivered by: Coursera, Taught by: Kartik Hosanagar.
3. MOOC Material: *New Venture Finance: Startup Funding For Entrepreneurs* , Created by University of MARYLAND, Delivered by:Coursera Taught by: Michael R.Pratt.
4. MOOC Material: *Advanced valuation And Strategy –M&A, private Equity, and Venture Capital*, Created by Erasmus University Rotterdam, Delivered by Coursera, Taught by: Han Smit.

Mapping with Programme Outcomes										
COs	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	3	3	3	3	3	2
CO2	3	3	3	3	3	3	3	2	3	3
CO3	3	2	3	3	1	3	3	2	3	3
CO4	3	3	3	3	3	3	3	3	2	3
CO5	3	3	3	3	3	3	3	3	3	1

1 – Low, 2 – Medium, 3 - Strong