



**VIDYASAGAR UNIVERSITY**

**Midnapore**

**National Skill Qualification Framework (NSQF)**

**A UGC sponsored Scheme**

*for*

**Certificate Course in Entrepreneurship Development**

## SYLLABUS

Duration: 06 Months

### 3 Theoretical Papers of 50 marks each = 150 Marks

Course 01: Introduction to Entrepreneurship (3 Credits)

Course 02: Planning, Management and Organizational Behaviour (3 Credits)

Course 03: Types and Entrepreneurship & Skill (3 Credits)

### 3 Practical Papers of 100 marks each = 300 Marks

Course 04: Personality and Skill Development (6 Credits)

Course 05: ICT based training and Accounting (6 Credits)

Course 06: Industrial Visit and Preparation of Report (6 Credits)

#### Course 01: Introduction to Entrepreneurship

3 Credits

Meaning and Importance; Evolution of term Entrepreneurship; Factors influencing Entrepreneurship; psychological factors, social factors, Economic factors, Environment factors;

Types of Entrepreneurs: According to types of business, according to use of technology, according to motivation, according to growth, according to stages.

A general idea of entrepreneurship, New generation of entrepreneurship: Corporate entrepreneurship, social entrepreneurship, Health entrepreneurship, education entrepreneurship, Educational entrepreneurship, Women entrepreneurship, Digital entrepreneurship, Farm and nonfarm entrepreneurship, Evolution and Growth of entrepreneurship in India and role entrepreneurship in India's Economic Development.

#### Course 02: Planning, Management and Organizational Behaviour

3 Credits

Introduction to management (theory and application), forecasting and its methods, production planning and its management (theory and application),

Maintenance Management

Introduction, Purchasing, Procurement cycle, bill of materials, vendor Rating, Methods of Buying, Inventory Management.

### Quality Management

Introduction, Quality- Concepts and tools, cause and Effect Diagram, ISO 9000, system, quality system, certification procedure.

### Marketing Management

Concept, Needs, Wants and demands, values, cost and satisfaction, studying consumer behaviour through marketing research.

### Product Pricing

Different pricing strategies, advertising and branding, rural marketing and regional marketing segmentation, expert marketing.

### Case Studies

Small scale and medium industries, Agro-based industries.

## **Course 03: Types and Entrepreneurship & Skill**

**3 Credits**

Identification of skill, Process of transformation of skills to entrepreneurial activities ( traditional and acquired knowledge base), Existing Institutional Support towards Skill and Entrepreneurial Development, Case Study of Successful Entrepreneurs in sub-regional, regional and National level.

## **Course 04: Personality and Skill Development**

**6 Credits**

Communicative English, Personality Development (body language, etiquette, self-personality appraisal study), Presentation: Writing business proposal, writing letters seeking financial support and other infrastructural support from various institutional sources, preparing memorandum of understanding (MOU), writing collaborative project.

Live interaction with successful entrepreneurs and group discussion

## **Course 5: ICT based Training and Accounting**

**6 Credits**

Unit 1: Hands on training on MS Word, MS Excel, MS Power Point.

Unit 2: MS Excel/SPSS: Statistics using ratio – proportion, Average, Deviation, demand forecasting, Charts and Diagrams (Line diagram, bar diagram, Pie-chart).

Unit 3: Preparation of Final Accounts and Balance Sheet by using MS- Excel/ Tally.

Unit 4: E-Learning System: Email, Browsing Websites, Web Browsing, Search Engine, Acquiring Data and Knowledge on Open Access Softwares.

### **Course 06: Industrial Visit and Preparation of Report**

**6 Credits**

Structure of a report to be submitted after the visit

Overview

Executive Summary

Description of the Company/Production unit

SWOT Analysis of the Company/Production unit

- i) Industry and Market
- ii) Strategy
- iii) Team
- iv) Marketing
- v) Operation
- vi) Finance

Recommendation for future expansion.