

School of Management Studies TAMIL NADU OPEN UNIVERSITY

CERTIFICATE IN ENTREPRENEURSHIP DEVELOPMENT

This Certificate programme has been developed to create an aspirational entrepreneurship and innovation culture amongst all segments, especially youngsters, leading to creation and growth of large number of innovative businesses, in all sectors. This programme is designed in order to promote the entrepreneurship eco system and innovative startup culture among the students pursuing their regular course in colleges of Tamil Nadu. The content of the Certificate Programme includes the topics on entrepreneurial competencies, basic requirement of setting of an enterprise/start-ups, function of e-cells and design thinking etc.,

OBJECTIVES:

1. To acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities.
2. To develop the ability of analysing and understanding business situations to master the knowledge necessary to plan entrepreneurial activities.
3. To transfer the ability of analysing various aspects of entrepreneurship such as innovation, risk taking and the specificities as well as the pattern of entrepreneurship development.
4. To contribute to learners entrepreneurial and managerial potentials

REGULATIONS

| ELIGIBILITY | DURATION | |
|------------------|----------|---------|
| | Min | Max |
| 10 or Equivalent | 6 Months | 2 Years |

| | |
|-----------------------|---------|
| MEDIUM OF INSTRUCTION | ENGLISH |
|-----------------------|---------|

| SCHEME OF EVALUATION | |
|------------------------|-----------|
| Continuous Assessment | 30 Marks |
| Term End Examinations. | 70 Marks |
| Total | 100 Marks |

PASSING MINIMUM

A candidate who obtains not less than 25 marks out of 70 marks in each course in the Term End Examination and candidate who obtains not less than 13 marks out of 30 marks in each course in the Continuous Internal Assessment and 40% marks in the aggregate of both Term End Examination and Continuous Internal Assessment shall be declared to have passed.

CLASSIFICATION OF CANDIDATES

Candidates who pass all the major subjects shall be classified as follows:

| | |
|---------------------|--|
| FIRST CLASS | Candidates securing 60 percent and above of the marks in the aggregate shall be placed in the First Class. |
| SECOND CLASS | Those who have obtained less than 60 percent but not less than 50 percent of the marks in the aggregate shall be placed in the Second Class. |
| THIRD CLASS | Those who obtain less than 50 percent but not less than 40 percent of the marks in the aggregate shall be placed in the Third Class. |

Candidates who have obtained not less than 75 marks in the aggregate shall be declared to have passed with Distinction

PATTERN OF QUESTION PAPER

The pattern of the University Examinations Question Paper for all the courses will be as follows:

For all theory papers the University Examinations is for 70 marks, with a break up of 09 marks for Section A, 21 marks for Section B and 40 marks for Section C.

Details as follows:

- a) Section A shall consist of short answer questions (answer for each question not to exceeding 100 words), carrying three marks each. The candidates have to answer any three out of five questions from Section-A.
- b) Section B shall consist of Essay type questions/problems (answer for each question not to exceeding 200 words) carrying seven marks each. The candidates have to answer any three out of five questions from Section-B.
- c) Section C shall consist of Essay type questions/problems (answer for each question not to exceeding 500 words) carrying ten marks each. The candidates have to answer any four out of seven questions from Section-C.

PROGRAMME STRUCTURE

| Sl. No | Course Code | Title of the Courses | Marks for Examinations | | | Credits |
|--------|---------------|--|------------------------|-------------------------|------------|-----------|
| | | | Continuous Assessment | Term-End Examinations | Total | |
| 1 | CED-01 | Entrepreneurship Development | 30 | 70 | 100 | 03 |
| 2 | CED-02 | Institutional Support Systems for Entrepreneurship | 30 | 70 | 100 | 03 |
| 3 | CED-03 | Entrepreneurial Opportunities and Business Plan | 30 | 70 Field Work Report | 100 | 03 |
| TOTAL | | | 90 | 210 | 300 | 09 |

DETAILED SYLLABUS

CED 01

ENTREPRENEURSHIP DEVELOPMENT

UNIT 1

The Entrepreneur – Meaning and Importance– Evolution -- Factors influencing Entrepreneurship: Psychological, Social, Economic, And Environmental Factors - Characteristics of an entrepreneur– Development of Entrepreneur ecosystem - Entrepreneurship in a Developing Economy

UNIT2

Entrepreneur and Entrepreneur – Types of Entrepreneur: based on Type of Business, Use of Technology, Motivation, Growth, Stages – New Generation of Entrepreneur: Social Entrepreneurship, Edupreneurship, Health Entrepreneurship, Tourism Entrepreneurship, Export Entrepreneurship, Women Entrepreneurship and Logistic Entrepreneurship-

UNIT 3

Innovation and creativity: creativity and entrepreneurship, steps in creativity – Innovation and Inventions – skill of an entrepreneur – decision making and problem solving -

UNIT4

Meaning and Concept of Entrepreneurial Competency - Developing Entrepreneurial Competencies -Entrepreneurial Culture- Entrepreneurial Motivation -Entrepreneurial Values, Ethics and Attitudes – Culture and Society- Risk Taking Behaviour

UNIT 5

Entrepreneurial Mobility - Factors Affecting Entrepreneurial Mobility -Types of Entrepreneurial Mobility-Barriers to Entrepreneurship - Concepts and Issues of Entrepreneurship Failure

REFERENCES

1. Csikszentmihalyi, M. (2006) 'A systems perspective on creativity', in Henry, J. (ed) *Creative Management and Development*, 3rd edn, London, Sage.
2. Khanka.S.S, (2014), *Entrepreneurial Development*, 5th Edition, S.Chand Publication, New Delhi.

3. Nuzhath Khatoon, (2016), Entrepreneurial Development, 1st Edition, Himalaya Publishing House, New Delhi.
4. Patrick Dawson, (2014), Managing Change, Creativity and Innovation, SAGE Publications Ltd; Second edition
5. Dr. P. Rizwan Ahmed, (2015), Creativity and Innovation Management, Margham Publications, Chennai.
6. Srinivasan.N.P, Gupta.C.B, (2015), Entrepreneurial Development, Sultan Chand publications, New Delhi.
7. Steven Rogers, (2014), Entrepreneurial Finance, 3rd edition, McGraw Hill Education, New Delhi.
8. Taylor, E. (1996) 'Introduction to innovation', in *Innovation, Design, Environment and Strategy*, Buckingham, Open University Press.
9. Vasant Desai, (2012), Entrepreneurial Development, (2012), Entrepreneurial Development, Himalaya Publishing House, New Delhi.
10. Dr.P.T. Vijayashree & M.Alagammal, (2016), Entrepreneurial Development & Small Business Management, Margham Publication, Chennai.
11. <https://kneconotes.com/evolution-of-entrepreneurship-notes/>
12. <https://gsstudy.com/functions-of-an-entrepreneur/>
13. <https://www.differencebetween.com/difference-between-entrepreneur-and-intrapreneur/>

CED 02 INSTITUTIONAL SUPPORT SYSTEMS FOR ENTREPRENEURSHIP

UNIT 1

Assistance to an entrepreneur - New Ventures - Industrial Park / Estate (Meaning, features, & examples) -SSI – Procedure to Start SSI - MSME Policy in India- National Small Industries Corporation (NSIC) - STEP – STED – Nationalised Banks, EXIM Bank and New Generation Banks – Other Financial Institutions –SIDBI — NABARD – IDBI - Modernisation assistance to small scale unit - Special Economic Zone (Meaning, features & examples)

UNIT 2

State Financial Corporation's (SFC) – Schemes and Programmes – DIC, Small Industry Development Corporations (SIDCO), TIIC - Women Development Corporations and TAHDCO - DRDA: Roles, Schemes and Programmes –Seed Capital - Venture Capital Funds.

UNIT 3

Entrepreneurship Development Support -Agencies for Policy Formulation and Implementation: Small Industries Service Institute (SISI) - CED -Entrepreneurship Development and Innovation Institute of Tamilnadu - Entrepreneurship Development Institute of India (EDII) - National Institute of Entrepreneurship & Small Business Development (NIESBD) - National Entrepreneurship Development Board (NEDB) -KVIC – Commissioner of Cottage Industries – National Institute of Small Industry Extension and Training.

UNIT 4

Incentives, Subsidies and Concessions: Meaning of Incentives – Need for Incentive – schemes of Incentives in Operation – Central Investment Subsidy Schemes – Transport Subsidy – Subsidies and Incentives in Tamilnadu – Advantages of Incentives and Subsidies - Incentives and facilities to exports entrepreneurs

UNIT 5

Marketing Support: Marketing institutions and assistance – Export houses- Export oriented zone – Trade houses - E-Commerce: concept and overview – opportunities – problems – roles – recent trends – advancement in e-commerce.

REFERENCES

1. David.H. Holt, (2016), Entrepreneurship – New Venture Creation, Prentice Hall of India, New Delhi.
2. Datt R, Sundharam KPM (2006) Indian Economy. S. Chand & Company Ltd, New Delhi.
3. Kopardekar D (1974) Financing of Working Capital in Small-Scale industries. S.Chand & Co. Ltd, New Delhi.
4. Khanka.S.S, (2014), Entrepreneurial Development, 5th Edition, S.Chand Publication, New Delhi.
5. Hattangadi, Vidya (2007): Entrepreneurship-Need of the hour Himalaya Publishing House, Mumbai.
6. Murthy C.S.V (2009) “Small Scale Industries and Entrepreneurial Development”, Himalaya Publishing House, New Delhi.
7. Murthy C.S.V. (2011),E-Commerce: Concepts, Models, Strategies, Himalaya Publishing House, New Delhi.
8. Pandey.I.M, (1996), Venture Capital - the Indian Experience, Prentice Hall of India, New Delhi.
9. P.T. Joseph, s.j., (2015), E-Commerce: An Indian Perspective, Fifth Edition, PHI Learning Pvt.Ltd.,New Delhi.
10. Singh I, Gupta NS (1971) Financing of Small Industry. Scand & Co Ltd, New Delhi.
11. Srivastava.S.B, (1981), A practical guide to industrial Entrepreneurs, Sultan chand publications, New Delhi.
12. Steven Rogers, (2014), Entrepreneurial Finance, 3rd edition, McGraw Hill Education, New Delhi.
13. VasantDesai, (2003) “Small Scale Industries & Entrepreneurship”, Himalaya Publishing House, NewDelhi.
14. <http://msme.gov.in>
15. <http://www.nsic.co.in>
16. <http://smallindustryindia.com>
17. <http://www.kvic.org.in>

CED 03 ENTREPRENEURIAL OPPORTUNITIES AND BUSINESS PLAN

UNIT 1

Business and environment – overview of business and its environment – environmental scanning and analysis – challenges of new ventures strategies –sources of finance and hurdles.

UNIT 2

Business Plan– Business Plan Preparation –Feasibility analysis of Project: Market and Technical Feasibility – Financial Viability.

UNIT 3

Project Preparation: Concept, Features, Classification of Projects –Project Life Cycle - Project Identification - Project Formulation - Project Design and Network Analysis.

UNIT 4

Project Evaluation - Project Appraisal -Idea Selection - Selection of the Product / Service - Aspects of a Project - Phases of a Project- Project Report - Pro-forma of a Suggested Project Report Preparation.

UNIT 5

Business Avenues and Start-Up Policies: Business Opportunities in the Contest of Tamilnadu and Industrial Policy of the State – Business Incubation Centres – Start-Up Policy Framework and Incentives.

REFERENCES

1. Francis Cherunilam, (2012), Business and Government, 15th revised editions, Himalaya Publishing House, New Delhi.
2. Khanka.S.S, (2014), Entrepreneurial Development, 5th Edition, S.Chand Publication, New Delhi.
3. Prasanna Chandra, (1987), Project Preparation, Appraisal and Implementations, Tata McGraw Hill publication, New Delhi.
4. The Staff of Entrepreneur Media, (2015), Write Your Business Plan: Get Your Plan in Place and Your Business off the Ground, Entrepreneur Press, New York.
5. Steven Rogers, (2014), Entrepreneurial Finance, 3rd edition, McGraw Hill Education, New Delhi.

6. T. R. Jain, Mukesh Trehan, Ranju Trehan, (2014), Business Environment, VK Global Publications, New Delhi.
1. Vasant Desai, (2012), Entrepreneurial Development, (2012), Entrepreneurial Development, Himalaya Publishing House, New Delhi.
2. Dr.P.T. Vijayashree & M.Alagammal, (2016), Entrepreneurial Development & Small Business Management, Margham Publication, Chennai.
3. <https://dpiit.gov.in/about-us/role-and-functions-dpiit>
4. [Guidelines for Startup India Seed Fund Scheme.pdf](#)
5. <https://seedfund.startupindia.gov.in/>