

New Certificate Programme in **Entrepreneurship Development** for 6 months duration from CY 2019 along with Entrepreneurship Development and Innovation Institute under the aegis of Department of Medium, Small and Micro Enterprises, Government of Tamilnadu. This programme offered under the School of Management Studies for Students pursuing their regular courses in higher education institutions (both Arts & Science and Engineering colleges in the state Tamilnadu).

CERTIFICATE IN ENTREPRENEURSHIP DEVELOPMENT

SYLLABUS

CED 01 ENTREPRENEURSHIP DEVELOPMENT

OBJECTIVE

The objective of the course is to make students understand the nature of entrepreneurship, and its importance to business. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.

BLOCK 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

BLOCK2

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-

BLOCK 3

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

BLOCK4

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

BLOCK 5

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

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1. Csikszentmihalyi, M. (2006) 'A systems perspective on creativity', in Henry, J. (ed) *Creative Management and Development*, 3rd edn, London, Sage.

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OBJECTIVE

This course highlights the organisations which are supporting the entrepreneur by providing various assistance, incentives and guidance. To instruct the financial institutions and commercial banks extending the financial and other assistance to develop entrepreneur for establishing new business.

BLOCK 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)

BLOCK 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.

BLOCK 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.

BLOCK 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

BLOCK 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.

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**CED 03 PREPARATION OF PROJECT PROPOSAL
(Entrepreneurial Opportunities and Business Plan)**

OBJECTIVE

To explain the prevailing conducive environment in creating new business avenues. To impart essentials of preparing a successful project proposal for new venture.

BLOCK 1

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

BLOCK 2

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

BLOCK 3

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

BLOCK4

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.

BLOCK5

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.

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