ROUZATHUL ULOOM ARABIC COLLEGE

DEPARTMENT OF COMMERCE

CERTIFICATE COURSE IN ENTREPRENEURSHIP DEVELOPMENT (COM008)

Duration: 30 hours **Course type: Offline & Online** **Eligibility: Plus Two**

OBJECTIVES:

- To understand entrepreneurial ability of students
- To implement practical application of entrepreneurial skills
- To determine the challenges and women entrepreneurship and start-ups.

COURSE OUTLINE

MODULE I –INTRODUCTION TO ENTREPRENEURSHIP

Meaning and definition- Nature and Scope of Entrepreneurship Development- Significance- objective of entrepreneurship-Types of entrepreneurs-Functions of an entrepreneur - Qualities of a successful entrepreneur – Factors affecting entrepreneurial growth - challenges of women entrepreneur

MODULE II- PROJECT MANAGEMENT

Project management- feasibility and viability analysis- technical- financial- network- appraisal and evaluation- project report preparation

MODULE III- STARTUPS

Start-up: meaning and definition- financing of start-up- barriers of start-up implementation- seeing and locating of opportunities- market gap- sources- brain storming, parameter analysis, free association, big dream approach- e commerce and business start-ups-launch and early management decision- managing initial problem - Kerala start up Mission (KSUMs),concept and objectives

MODULE IV- SUPPORTING AGENCIES AND NEW VENTURE GROWTH

Mobilizing resources for start-up-The concept, role and functions of business incubators, Technology business incubators (TBI), financial assistance by TDB, beneficiaries, seed support for STEP/TBIs- Angel investors- venture capital, characteristics, types of venture capitalist

MODULE V- PROJECT APPRAISAL TECHNIQUES

Meaning, types Appraisal, traditional approach or non discounting techniques – urgency method, payback period method and average rate method (ARR), advantages and disadvantages

Modern / discounting methods- NPV,IRR, Net terminal value, decision tree , advantages and disadvantages

REFERENCE

1. Dr. C.B. Gupta , Dr .S.S. Khanka Entrepreneurship and small business management, Sulthan Chand.
2. A Sahay and V Sharma, Entrepreneurship and New venture creation
3. Dr .S.S. Khanka entrepreneurial development, Sulthan chand
4. Robert D Hisrich , Michael P Peters, Entrepreneurship
5. C.B. Gupta and N.P Sreenivasan, Entrepreneurial Development, Sultan Chand
6. R.V.Badi, NV Badi, Entrepreneurship

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