

K11 - 01
2020-21

BHARATHIAR UNIVERSITY, COIMBATORE
GRD SCHOOL OF COMMERCE AND INTERNATIONAL BUSINESS
Dr. G.R.D. COLLEGE OF SCIENCE, COIMBATORE – 641 014
CAREER ORIENTED COURSE - ENTREPRENEURSHIP & SMALL BUSINESS

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

PROGRAMME OUTCOME	
PO1	Develop a broad range of knowledge in the Entrepreneurship field for applying concepts and techniques in Commerce to meet the current and future expectation of business.
PO2	The Students, who underlying the course will know the application of ethical principles and practices to Business, understand their responsibility in the society as a businessman.
PO3	Empower students with necessary competencies and skills to undertake entrepreneurship as a feasible career option and also learn to implement and operate ERP system in the organization effectively.
PO4	To gain knowledge regarding registration procedures and guidelines for starting a small scale enterprises.
PO5	To familiarize the students to cater the knowledge in identifying the problem, applying the techniques and methods for solving the problem.
PO6	To aid students in raising funds from various institutions which supporting entrepreneurs, as well as project planning and guiding the new entrepreneurs in implementing their projects.
PO7	To gain expert knowledge of the principles and laws relating to the VAT, central excise duty, customs duty.
PO8	To understand the concept and benefits of Intellectual Property Rights such as Patent, Copyright and Trademark.
PO9	To embed practical knowledge in the minds of students through project training programmes and equip the personality of the students to occupy important positions in Business, Industries and related organizations.
PO10	To develop innovative strategies, explore new vistas of entrepreneurship in order to face the rival companies
PROGRAMME SPECIFIC OUTCOME	
PSO1	To understand the role of entrepreneur and ability to develop the managerial skill, problem solving techniques, methods and implementation of ERP system.
PSO2	To impart knowledge on the basics of entrepreneurial skills and competencies to provide the students with necessary inputs for starting a small scale enterprises, ability to raise funds from different sources and various financials institutions support for starting a business.
PSO3	To aid students in understanding the importance of business plan, its process and components, as well as project planning and implementation.
PSO4	To gain expert knowledge of the principles and laws relating to the VAT Tax, Central Excise Duty, Customs duty, Central Sales Tax and understanding the importance of intellectual property rights.
PSO5	To explore new vistas of entrepreneurship in 21 st century to generate innovative business ideas



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Course Structure

This course is divided into three annual stages namely I year certificate, II year Diploma and III year Advanced Diploma. In each stage there are three subjects of study together with necessary assignments practice, exposure and a project work, coupled with about one month training in an appropriate organization.

Each year there will be two hundred hours of instruction (150 theory + 50 hours practical) of which 25% will be by outside professionals. In addition each year there will be about 120 hours (24 days) of internship training in an appropriate organization for a project or report.

Course prospectus

Entrepreneurship plays a vital role in the development of an economy. In the view of the dynamic nature of environment and increasing interaction between business and environment forces, a study on entrepreneurship and its opportunities has become essential. This module has been designed to acquaint the learners in relation to the principles, practice and various sectors related to Entrepreneurial aspects.

SCHEME OF SUBJECTS

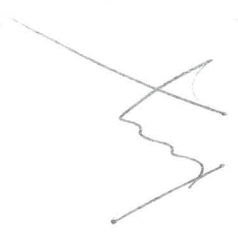
<u>First Year (Certificate)</u>		MARKS
1. EN 1.1	Entrepreneurship Development	100
2. EN 1.2	Small Scale Enterprises	100
3. EN 1.3	Enterprise Resource Planning	100
4. EN 1.4	Project work / training (personality Development)	100
<u>Second Year (Diploma)</u>		
5. EN 2.1	Financing and Fund Raising	100
6. EN 2.2	Project Management	100
7. EN 2.3	Principles of Indirect Taxes	100
8. EN 2.4	Project work / training (personality Development)	100
<u>Third Year (Advance Diploma)</u>		
9. EN 3.1	Business Plan and Ethics	100
10. EN 3.2	Intellectual Property Rights	100
11. EN 3.3	Innovation and Entrepreneurship	100
12. EN 3.4	Project work / training (personality Development)	100



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YEAR	Part	Course code	Level	Course Title	MARKS			Exam Duration (Hrs)	Category
					CA	TEE	TOTAL		
I	III	20324A	Certificate Level	Entrepreneurship Development	25	75	100	3	THEORY
	III	20324B	Certificate Level	Small Scale Enterprises	25	75	100	3	THEORY
	III	20324C	Certificate Level	Enterprise Resource Planning	25	75	100	3	THEORY
	III	20324S	Certificate Level	Project work /Training (Personality Development)	25	75	100	3	PRACTICAL
II	III	20324D	Diploma Level	Financing and Fund Raising	25	75	100	3	THEORY
	III	20324E	Diploma Level	Project Management	25	75	100	3	THEORY
	III	20324F	Diploma Level	Principles of Indirect Tax	25	75	100	3	THEORY
	III	20324T	Diploma Level	Project work /Training (Personality Development)	25	75	100	3	PRACTICAL
III	III	20324G	Advanced Diploma Level	Business Plan and Ethics	25	75	100	3	THEORY
	III	20324H	Advanced Diploma Level	Intellectual Property Rights	25	75	100	3	THEORY
	III	20324I	Advanced Diploma Level	Innovation and Entrepreneurship	25	75	100	3	THEORY
	III	20324U	Advanced Diploma Level	Project work /Training (Personality Development)	25	75	100	3	PRACTICAL



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EEFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021
MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
20324A	Entrepreneurship Development	3	2	3	1	1	1	1	1	2	3
20324B	Small Scale Enterprises	1	1	2	3	2	1	1	-	2	3
20324C	Enterprise Resource Planning	2	2	3	1	1	2	1	1	2	3
20324S	Project work / training (personality Development)	2	1	2	1	2	2	2	1	3	2
20324D	Financing and Fund Raising	2	1	2	2	1	3	1	-	1	1
20324E	Project Management	2	1	2	1	2	3	1	1	2	1
20324F	Principles of Indirect Taxes	2	1	2	-	1	1	3	-	1	1
20324T	Project work / training (personality Development)	2	1	2	1	2	2	2	1	3	2
20324G	Business Plan and Ethics	2	3	2	1	1	2	1	2	2	3
20324H	Intellectual Property Rights	2	1	2	1	1	1	1	3	1	1
20324I	Innovation and Entrepreneurship	2	1	2	1	3	2	1	1	2	3
20324U	Project work / training (personality Development)	2	1	2	1	2	2	2	1	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR
2020-2021

Year	Course Code	Course Title	Theory/ Practical	Problems %	Theory %
FIRST	20324A	Entrepreneurship Development	Theory	-	100

Unit: I

Foundations of Entrepreneurship Development: Concept of entrepreneur-characteristics- Functions- Types of entrepreneur – Difference between an Entrepreneur and a manager.

Unit: II

Growth of entrepreneurs: Motivating forces- Development of entrepreneurship in all sectors essential- Factors influencing entrepreneurial growth: Socio- Demographic variables-Economic variables- variables of Systematic linkage.

Unit: III

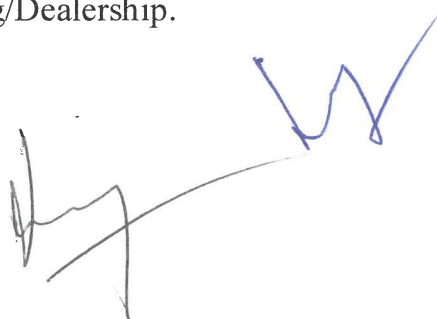
Objectives of entrepreneurial training- entrepreneurship development programmes-Evolution- Experiences in EDPs – entrepreneurs training programme scheme- Basic Issues- Training of trainers- financing pattern- operational problems.

Unit: IV

Women Entrepreneurs: Challenges to Woman Entrepreneurs, Achievements of Woman Entrepreneurs, Role Models of Woman Entrepreneurs.

Unit: V

Economic development and entrepreneurial growth Role of entrepreneur in economic growth - Strategic approaches in the changing Economic scenario for small scale Entrepreneurs - Networking, Niche play Geographic Concentration, Franchising/Dealership.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the basic concept, functions and roles of entrepreneur	K1 & K2
CO2	To know the factors influencing the growth of entrepreneur	K1, K2
CO3	To understand the importance and motive of entrepreneurship training programme	K1, K2 & K3
CO4	To describe about the challenges and achievements of Women Entrepreneur	K1 & K2
CO5	To know the role of entrepreneur in economic growth	K1, K2 & K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	3	3	3	2	2	3	3
CO2	3	2	3	1	2	2	1	1	2	2
CO3	3	1	1	1	1	1	1	1	3	2
CO4	3	1	1	1	1	1	1	1	1	3
CO5	3	3	3	1	2	2	2	2	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Entrepreneurial Development	P.Saravanavel	ESS PEE KAY Publishing House	1997
2	Entrepreneurial Development	S.S Khanka and P.Saravanavel	Sultan Chand and sons Company, Delhi	2003
3	Entrepreneurial Development	Gupta C.B and Srinivasan N.P	Sultan Chand Company Ltd, Delhi	2003

Reference Book

1	Dynamic of Entrepreneurial Development	Desai Vasanth	Himalaya publishing House	2007
2	Small Scale Industry & Entrepreneurial Development	C.S.V Murthy	Himalaya publishing House, New Delhi	2010

Pedagogy: Lecture, PPT Presentation, Assignment, Quiz, Group discussion.

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Year	Course Code	Course Title	Theory/ Practical	Problems %	Theory %
FIRST	20324B	Small Scale Enterprises	Theory	-	100

Unit: I

Introduction: Definition- characteristics- relationship between small and large units- objectives- scope-opportunities for an entrepreneurial career- Role of small enterprises in economic development.

Unit: II

Steps for starting a small industry: Decision to become an entrepreneur- Steps to be taken- preparation of project report guidelines- procedures and formalities for registration.

Unit: III


Selection of types of organization: Sole proprietorship- partnership- Joint stock company – Factors influencing the choice of organization.

Unit: IV

Development of small scale industries: Importance- Definition – registration of small scale units- Need for registration of small scale industries- pre registration formalities- procedure for registration- amendments to registration.

Unit: V

Government policy for small scale enterprises: Government policy for small scale enterprises- Government support to small scale enterprises during five years plans.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn about the roles and opportunities in small scale Enterprises	K1 & K2
CO2	To knowhow the steps for starting a small industries	K1, K2 & K3
CO3	To identify the selection of types of organization	K2
CO4	To study on the procedures and formalities for registering small scale Enterprises	K2, K3
CO5	To learn about the government policies for small scale Enterprises	K2, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	3	1	1	1	1	2	3
CO2	3	2	3	3	2	2	1	1	2	3
CO3	3	2	3	3	3	2	1	2	2	3
CO4	3	2	3	3	2	3	1	1	2	3
CO5	3	2	3	3	1	2	3	1	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
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Reference Books

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Pedagogy: Lecture, PPT Presentation, Assignment, Quiz, Group discussion.




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Year	Course Code	Course Title	Theory/ Practical	Problems %	Theory %
FIRST	20324C	Enterprise Resource Planning	Theory	-	100

Unit: I

ERP- Concept of ERP- Evolution of ERP-Importance of ERP-Benefits of ERP- Risk factors of ERP.

Unit: II

ERP Selection: Identifying and selection- The ERP selection process- The challenges involved in ERP selection- Best practices for ERP selection.

Unit: III

ERP Execution: Designing the right ERP execution – The value of ERP execution- ERP project management organization (PMO)- The success of ERP implementation- Considerations in implementing an ERP.

Unit: IV

ERP operations and future trends: Operation and maintenance of the ERP system- Maximizing the ERP system – ERP and e-business: Future of ERP.

Unit: V

ERP systems process and management control -Sales and marketing – Accounting and finance- Production and material management – Human resource management.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand and analysis the concept of Enterprise Resource Planning	K1,K2
CO2	To identify and selection of Enterprise Resource Planning	K1, K2,K3
CO3	To execute the design and value of Enterprise Resource Planning	K1, K2,K3
CO4	To know the ERP operations and future trends	K1, K2, K3
CO5	To familiarize with the ERP systems process and management control	K1, K2, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	1	3	2	2	1	2	3
CO2	3	3	3	1	3	2	2	1	2	3
CO3	3	3	3	1	3	2	3	1	2	3
CO4	3	3	3	1	3	2	3	1	2	3
CO5	3	3	3	1	3	2	2	1	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

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Pedagogy: Lecture, PPT Presentation, Assignment, Quiz, Group discussion