

**REGULATIONS FOR THE POST GRADUATE DIPLOMA IN ENTREPRENEURSHIP
DEVELOPMENT (Part Time)**

(EFFECTIVE FROM THE ACADEMIC YEAR 2016 - 2017 ONWARDS)

(Note: These regulations are subject to change and such changes will be applicable to students at any stage of their course, as may be decided by the authorities)

1. Scheme of subjects / Curricular Components, Content Description and Credits:

Sem	Course	Course Title	Credit	Marks			Hrs/Week	Exam Hrs
				CA	TEE	Total		
I	Core	Self Study: Entrepreneurship – An overview	5	25	75	100	2	3
I	Core	Practical: Family Business Management	6	40	60	100	2	3
II	Core	Self Study: Project Finance and Management	5	25	75	100	2	3
II	Core	Practical : Business Plan	6	40	60	100	2	3
III	Core	Self Study: Entrepreneurship Development	5	25	75	100	2	3
III	Core	Internship	6	40	60	100	-	3
IV	Core	Self Study: Creativity, Innovations – Best practices in start ups	5	25	75	100	2	3
IV	Core	Project	7	25	75	100	-	3
	Total		45	245	555	800		

CURRICULAR COMPONENTS:

1. Internship & Project:

a) Students will take up Internship at the end of II semester. The report of the Internship should be submitted to and reviewed by the concerned faculty members. Evaluation will be done on an internal basis. The students will be attending the Viva voce examination during the III semester.

b) Students will do their Project during IV semester. The review report of the Project should be submitted to the concerned HOD after complete discussion with the faculty guide. Thereafter the students will appear for a viva voce examination during the IV semester, which will be conducted internally by the department faculty members.

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In case of students who fail in Internship / Major Project work, can appear for the viva during their subsequent semesters.

The criteria's considered for assessing the Internship

Attendance	-	10 Marks
Observation skill	-	10 Marks
Timely report	-	10 Marks
Maintaining of Record	-	10 Marks

Total (CA)		40 Marks

Presentation (TEE)	-	40 Marks
Convincing Ability	-	20 Marks

Total (TEE)		60 Marks

The criteria's considered for assessing the Project:

Selection of Company / firm	-	5 Marks
Timely report	-	5 Marks
Convincing ability	-	5 Marks
Record	-	10 Marks

Total (CA)		25 Marks

Viva Voce		50 Marks
Thesis		25 Marks

Total (TEE)		75 Marks

2. Internal Assessment:

Self study: Internal assessment will be the responsibility of the concerned faculty and is done subject-wise. The internal assessment marks for each subject will be distributed as follows:

Assignments	-	5 Marks
Attendance	-	5 Marks
Term Paper / Mini Project	-	5 Marks
Seminar	-	10 Marks

Total	-	25 Marks

Practical: The criterion's considered for assessing the internal for Practical is as follows:

Mini Project	-	15 Marks
Case Analysis & Presentation-		15 Marks
Term paper	-	10 Marks

		40 Marks

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FIRST SEMESTER

CORE- SELF STUDY: ENTREPRENEURSHIP – AN OVERVIEW – 186A

Objective: The course helps the student to understand the meaning, nature and the existing business environment available for students who desire to take entrepreneurship in their life. It also helps to build necessary competencies, support services, the know-how and skills in various functional areas of management.

Unit – I: Introduction to Entrepreneurship: Entrepreneur and Entrepreneurship – Entrepreneurship as a Career – Roles and Functions of an Entrepreneur – Innovation, Risk and Uncertainty – Types of Entrepreneur – Entrepreneurial Competencies – Entrepreneurship Process.

Unit – II: Constitutional Support and Framework for Entrepreneurship: Institutions – All India, State Level, and Fund-Based – Supporting Policies of Entrepreneurship – Industrial Policy – Fiscal Incentives – Measures for Promotion and Development of Entrepreneurs.

Unit – III: Starting the venture: generating business idea – sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis; feasibility study – market feasibility, technical/operational feasibility, financial feasibility.

Unit – IV: Opportunities in Entrepreneurship – Feasibility Analysis. Characteristics of entrepreneurial leadership, risk taking, decision taking and business Planning - legal issues – intellectual property rights patents, trade marks, copy rights, trade secrets, licensing; franchising.

Unit – V: Case Studies

Reference Books:

1. Brandt, Steven C., The 10 Commandments for Building a Growth Company, Third Edition, Macmillan Business Books, Delhi, 1977
2. Bhide, Amar V., The Origin and Evolution of New Business, Oxford University Press, New York, 2000.
3. Dollinger M.J., „Entrepreneurship strategies and Resources“, 3rd edition, Pearson Education, New Delhi 2006.
4. Desai, Vasant Dr. (2004) Management of small scale enterprises New Delhi: Himalaya Publishing House,
5. Taneja, Gupta, Entrepreneur Development New Venture Creation,: 2nd ed. Galgotia Publishing Company

S. B. B. B.

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**FIRST SEMESTER
CORE- PRACTICAL: FAMILY BUSINESS MANAGEMENT - 186P**

Objective: This subject is designed to help students understand the dynamics related to the ownership, management of family run businesses.

UNIT I

The Role of Family in Business; Entrepreneurs and Family Businesses; Understanding Family Dynamics; Driving the Values, Vision and Mission of the Family, Pattern of Family businesses in India (presentation).

UNIT II

The Roles, Responsibilities and Rights of Family shareholders, History, Importance and Types of Family business, Contribution of Family Business in Economy and Society, Family Firms and Competitive Advantage; (CSR activities of family run business).

UNIT III

Career Opportunity and Growth of Professionals in Family Businesses; Training the Next Generation, Succession and Estate Planning, Managing Succession; Promote Trust Among Family Members, Family reunion.

UNIT IV

Roadblocks of Family business, Managing Conflicts and Power Struggles among the Generations, Exit Strategies for Family Members; Conflict Resolution. (Case study approach).

UNIT V

Family Business Governance, Managing Change in Entrepreneurial Firms and Family Businesses, Distinguished Business Families in India (presentation).

Reference books :

1. Entrepreneurship Development and Small Business Management – Poornima Charantimath - Pearson Education, 2011.
2. Fundamentals of Entrepreneurship and Small Business Management, Desai Vasant, Himalaya Publishing House, 2009.
3. Family Business, Ernesto J. Poza, South-Western Cengage Learning, 2007.
4. Strategic Planning for the Family Business, Randel S. Carlock, John Ward, Palgrave Macmillan; 2001.
5. The Family Business Management Handbook, Mark Fischetti, Editors of Family Business Magazine.

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SECOND SEMESTER

CORE-SELF STUDY: PROJECT FINANCE AND MANAGEMENT -286A

Objective : To enrich the students in various issues in project planning, appraisal, evaluation, selection & preparation of feasibility report, mobilizing funds and to familiarize the students in aiding the management in long-term investment decisions.

UNIT: I

✓ Project – meaning – project management -phases– the need - present goals – evolution – project management in industrial settings, service sector and in government, Project finance- Risk analysis- Project financial evaluation- Cost benefit analysis

UNIT II

✓ Resource allocation: framework – Key elements – tools – diversification- strategic planning – generation and screening of project ideas.

UNIT III

✓ Market demand analysis: Market survey-secondary sources of information- methods of forecasting - Technical analysis: Concepts and techniques – plant capacity – product mix - project charts – work schedule – need for considering alternatives.

UNIT IV

✓ Project finance: Sources of finance - Institutional finance - Role of IFC, IDBI, ICICI, LIC, SFC, SIPCOT, Commercial Bank - Appraisal of bank for loans. Institutional aids for entrepreneurship development - Role of DICS, SIDCO, NSICS, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance bureau – Approaching Institutions for assistance

UNIT V

Implementation of project: forms of project organization-Network techniques for project management-PERT model – CPM model.

Reference books:

National:

1. Prasannachandra – Project management, Tata-McGrawHill, New Delhi-2002-2nd Edition.
2. Chowdry - Project management Tata-McGrawHill, New Delhi-1998-6th Edition
3. Gopalakrishnan- Project management, Tata-McGrawHill, New Delhi-1999- 6th Edition.

International:

4. John M. Nicholas- project management for business and technology-prentice hall, new delhi. 2nd edition.
5. Jack R Meredith, Samuel J Mantel – International Project Management , John Wiley & Sons, 4th Edition.

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SECOND SEMESTER

CORE -PRACTICAL: BUSINESS PLAN -286P

Objectives:

- To guide students to prepare a winning business plan.
- To assess the current status of a business, markets and competition
- To know how to run a business efficiently and successfully by using the business plan

Unit I Introduction to Business Plan

Business Plan – meaning –Key objectives of a business plan -Ten steps to a successful business plan-Typical BusinessPlanning Situations-Benefits from businessplanning - The Anatomy of a Business Plan–Need for a Business Plan-GIST (Great Ideas for Starting Things)-The Art ofWriting aBusiness Plan.

Unit II Defining Business Purpose

Describing one's business – Giving Mission to the business - Asking basic questions-Framing mission-Crafting mission -Putting mission to work - Setting Goals and Objectives - Tying goals to mission - Using goal-setting ACES (Achieve ,Conserve, Eliminate, Steer clear) - Making final choices-Exploring Values and Vision – Un covering valuesalready hold - Writing a values statement - Writing a vision statement - Putting Principles into Practice.

Unit III Understanding Business Environment

Seeing big picture about the industry in which the business operates - Industry Analysis Questionnaire- Defining Customers of the business -Developing customer profile-Customer Profile Questionnaire - Sharpening customer focus-Ideal Customer Questionnaire-Segmenting customersinto buyer groups - Sizing up the Competition.

Unit IV

Describing Capabilities of a business and crafting a Marketing Plan

SWOT Analysis Grid - Defining Business Model-Describing Business Capabilities-The nuts and bolts of a marketing plan- Analyzing Market Situation-Setting Marketing Goals and Objectives- DefiningPositioning of the business and its Brand-Designing Marketing Strategies- components of an Elevator Speech.

Unit V Organizing and funding a Business plan

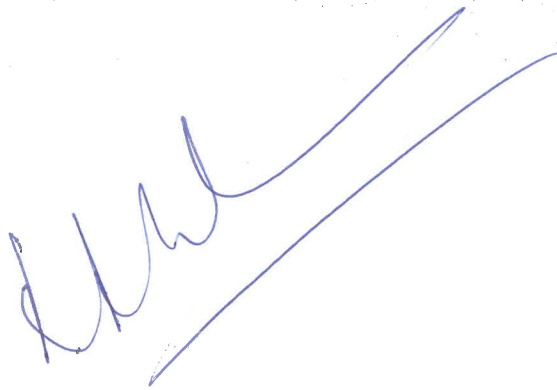
Business Plan Components Checklist - Business Plan Target Audience Guidelines- Check list to review a business plan - Ways to Fund a Business Plan -Things to Know aboutVenture Capital.



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References :-

1. Business Plans Kit for Dummies, Steven Peterson, PhD, Peter E. Jaret, and Barbara Findlay Schenck, 2nd Edition, Wiley Publishing, Indianapolis, Indiana, 2005.
2. The Definitive Business Plan, the fast-track to intelligent business planning for executives and Entrepreneurs, Richard Stutely, 2nd Edition, Pearson Education Limited, Great Britain, 2007.
3. Art of the Start, the Time-Tested, Battle-Hardened Guide for Anyone Starting Anything, Guy Kawasaki, First Edition, Penguin Group (USA) Inc., New York, 2004.
4. The Plan-as-You-Go Business Plan, Tim Berry, First Edition, Entrepreneur Press, USA, 2008.
5. The \$100 Startup: Reinvent the Way You Make a Living, Do What You Love, and Create a New Future, Chris Guillebeau, First Edition, Crown Business, USA, 2012.

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THIRD SEMESTER

CORE-SELF STUDY: ENTREPRENEURSHIP DEVELOPMENT - 386A

Objective:

To enable the students to learn and understand the need for Entrepreneurship, different types of Start-ups, Convergent and Divergent thinking, Business Plan(s), Steps involved in Launching a Business and the various supports from the Government

UNIT I

Entrepreneurship: Fundamental Concepts – Growth in India - Environmental Factors affecting Entrepreneurship— Entrepreneurial Mobility – Entrepreneurial Motivation – Entrepreneurial Competencies - Barriers to Entrepreneurship

Activity: Idea Generation of a Product as your own, Understand Market Potential for the Product

UNIT II

Entrepreneurship Development: Entrepreneurship Development Programs - Institutions for Entrepreneurship Development - Micro, Small and Medium Enterprises : Starting a MSME – Procedures – Project Identification, Formulation and Appraisal - Entrepreneurship Development : Entrepreneurship Development Programs

Activity: Create a Project report for the business - Find the Upcoming Training Programme, Seminars and Workshops organized by Ministry of Skill Development and Entrepreneurship in India

UNIT III

Micro, Small and Medium Enterprises: Starting a MSME – Procedures – **Project Report:** Project Identification, Formulation and Appraisal – Institutional Finance and Institutional Support to Entrepreneurs in India – Problems of Entrepreneurs – Sickness, Reasons and Remedies

Activity: Find the Details on various Business Sectors - Government initiatives for ED – by the Central Government - Various Government Sanctions, Permissions to get for Starting a Production Unit - Taxation Benefits for SMEs - Government Incentives to Start units in SEZ, EPZ, Tier 1, Tier 2, Tier 3, Tier 4 cities, SIDCO, SIPCOT and Backward Areas

UNIT IV

Export / Import Procedure and Documentation: Starting an Export Business and Export Pricing, Location Prospective buyers and selecting overseas agents - General Provision of Import, Import Restrictions, Import Pricing, Supplier Selection - Exchange Control Formalities, Letter of Credit, Import Document and Customers Clearance Procedure for Imported Goods.

Activity: New Export, Import Changes made by the Government

UNIT V

Entrepreneurial Ventures -Evaluating Entrepreneurial Performance - Rural Entrepreneurship - Women Entrepreneurship, Social Entrepreneurship, Lifestyle Entrepreneurship

Activity: Benefits for Women Entrepreneurs - Make in India Support from Government - Start-up Support from the Government - IT SEVA – e facilities to start a business

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REFERENCE BOOKS:

National:

- 1." Entrepreneurship " – Madhurima Lall and Shikha Sahai – Eccel Books – First Edition
- 2." Entrepreneurship Development " – Dr.S.S.Khanka, S.Cnand & company Ltd, New Delhi
Pearson Education – First Edition
- 3."Dynamics of Entrepreneurial Development and Management " – Vasant Desai – Himalaya
Publishing House – Second Edition
4. Practical Guide to the Foreign Trade of India -Arora R.S

International:

- 4." Entrepreneurship – Successfully Launching New ventures " – Bruce R Barringer R Duane
Ireland – Pearson Education – First Edition.
- 5." Entrepreneurship - New Venture Creation " – David H Holt – PHI Learning Pvt Ltd –
First
Edition

Website & Web Link:

- India.gov.in
- <http://www.skilldevelopment.gov.in/proposed-scheme.html><https://india.gov.in/topics/industries/micro-small-medium-enterprises>
- <http://yourstory.com/2014/08/indian-government-entrepreneurship-programs/>
- <https://india.gov.in/financial-assistance-entrepreneurship-development-institutes-ministry-micro-small-and-medium>



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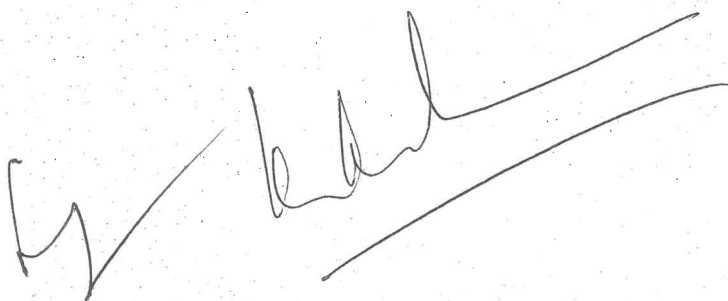
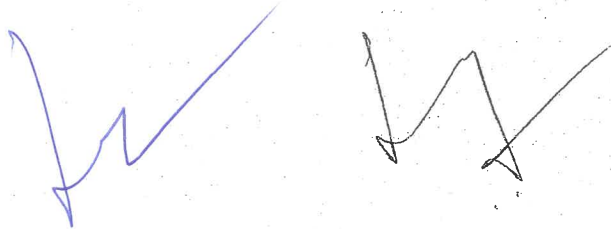
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THIRD SEMESTER
CORE : INTERNSHIP - 386S

Submission of Internship Report and Viva-Voce Examination :

- Students have to undergo internship training in MSMEs for 15 days
- They have to submit an internship report within 15 days after the internship training



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Effective from the academic year - ~~2016-17~~

FOURTH SEMESTER

2018-2019

CORE : SELF STUDY - CREATIVITY, INNOVATION - BEST PRACTICES IN START UPS - 486A

Objective:

To give students a thorough knowledge of where innovation can be found within the organization, how to recognize it, and how it can be used for competitive advantage

UNIT I : Understanding the Innovative Mindset

Concept of innovative thinking - Differentiate between creativity and innovation and the challenges of managing innovative individuals. The Process of Corporate Innovation - Identify the obstacles to corporate innovation - critical elements of corporate innovation as a strategy . Sustainability of corporate innovation

UNIT - II Unleashing Individual Creativity

Misconceptions about creativity - three elements of creativity - four phases of the creative process. Managerial Skills for the Innovation Process - methods for enhancing innovation in the workplace - Approaches to innovation and sources of opportunities to innovate - how opportunities are converted into innovation

UNIT - III The Design Thinking Process

The misconception about the design process - elements of design thinking. The Iterations of the design thinking process. Design Driven Innovation - Five steps in prototyping - DIY movement towards innovation design - four types of prototyping

UNIT - IV Auditing Organizational Innovation

Different tools used to assess corporate entrepreneurship and innovation - Define innovation readiness and the role of evaluations in improving corporate innovation - assessment towards employee development plans. **Human Resource Management in Corporate Innovation** - The antecedents for innovation in organizations - HR systems that encourage a high performance work environment - three elements of entrepreneurial orientation

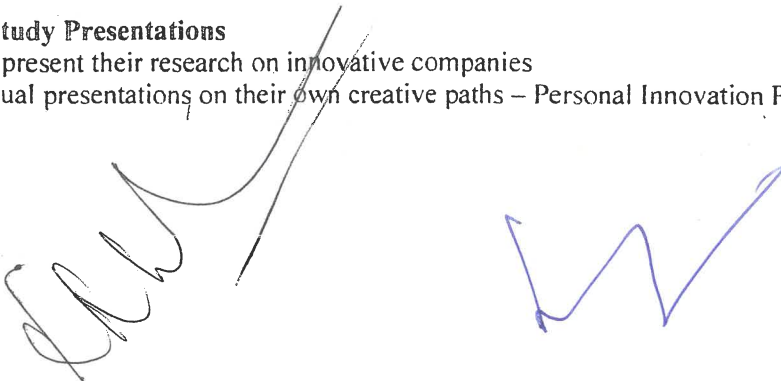
UNIT - V Team Based Innovation

Levels of work team implementation and types of teams - Stages of team formation.- Personality and interpersonal skills influence person team fit. Innovation to Commercialization - The role of market research in understanding potential markets - Preparation for commercialization - Role of marketing in implementing innovation. **Effective Innovation Plans** - Innovation plan - Steps in innovation action planning

Case Study Presentations

Teams present their research on innovative companies

Individual presentations on their own creative paths - Personal Innovation Plans



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Course Text

1. Kuratko, D. F., Goldsby, M. G., & Hornsby, J. S. (2012). *Innovation acceleration: Transforming organizational thinking*. Upper Saddle River, NJ: Prentice Hall
2. Furr, N., & Dyer, J. (2014). *The innovator's method: Bringing the lean startup into your organization*. Boston, MA: Harvard Business School Publishing

Recommended Articles:

- Amabile, T. M., & Khaire, M. (2008). Creativity and the role of the leader. *Harvard Business Review*, 86(10), 100-109.
- Aycan, Z. (2001). Human resource management in Turkey: Current issues and future challenges. *International Journal of Manpower*, 22 (3), 252-260.
- Cakar, N. D., & Erturk, A. (2010). Comparing innovation capability of small and medium-sized enterprises: Examining the effects of organizational culture and empowerment. *Journal of Small Business Management*, 48(3), 325-359
- De Jong, J. P. J., & Den Hartog, D. N. (2007). How leaders influence employees' innovative behaviour. *European Journal of Innovation Management*, 10, 41-64. doi:10.1108/14601060710720546
- Denning, S. (2005). Transformational innovation. *Strategy & Leadership*, 33(3), 11-16.
- Drucker, P. F. (1999). Knowledge worker productivity: The biggest challenge. *California Management Review*, 41(2) 79-94.
- Gilley, A., Dixon, P., & Gilley, J. W. (2008). Characteristics of leadership effectiveness: Implementing change and driving innovation in organizations. *Human Resource Development Quarterly*, 19, 153-169. doi:10.1002/hrdq.1232
- Hirst, G., Van Dick, R., & Van Knippenberg, D. (2009). A social identity perspective on leadership and employee creativity. *Journal of Organizational Behavior*, 30, 963-982. doi:10.1002/job.600
- Jassawalla, A.R., & Sashittal, H.C. (2002). Cultures that support product-innovation processes. *Academy of Management Executive*, 16(3), 42-54.
- Tierney, P., & Farmer, S. M. (2011). Creative self-efficacy development and creative performance over time. *Journal of Applied Psychology*, 96, 277-293. doi:10.1037/

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2018-2019

FOURTH SEMESTER
CORE: PROJECT - 4868

- Student Shall take up a project covering all the entrepreneurial aspects from the research perspective.
- A detailed report shall be submitted to the department and subsequently viva voce on the same will be carried out.



