

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014  
POST GRADUATE DIPLOMA IN ENTREPRENEURSHIP DEVELOPMENT  
(Under Choice Based Credit System)

A̅v̅ - 01  
2020-21

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

Programme Outcome	
PO1	To support the students by enlightening them through various aspects of skills to develop and motivate them towards self-employment.
PO2	To impart practical learning experience for entrepreneurs to enable new ventures
PO3	To increases the innovation of opportunities to create new thoughts to the economy and thereby create and operate an enterprise
PO4	To Develop motivation, reinforces entrepreneurial traits and the spirit of enterprise;
PO5	Facilitates Decision making perspective as an Entrepreneur
PO6	To manage the legal and economic consequences of running a Family owned Business
PO7	To instill the creativity factor by adopting of the key steps in the elaboration of business idea
PO8	To market and manage small scale enterprise by establishing as an Intrapreneur
PO9	To empower the students to be socially responsible through Entrepreneurship
PO 10	To create a responsible and sensible role as an Entrepreneur for the development of a nation.

A V - 02  
2020-21

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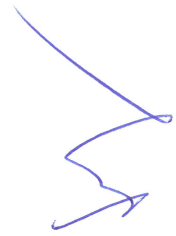
<b>Programme Specific Outcome</b>	
<b>PSO1</b>	A candidate with a Post-Graduation degree in Entrepreneurship Development can seek to enter into own business.
<b>PSO2</b>	To equip them with ready to occupy skills for Jobs in industries
<b>PSO3</b>	To focus on Management of Innovation
<b>PSO4</b>	To Promote Entrepreneurial spirit, innovative skills, and problem-solving ability
<b>PSO5</b>	To facilitate the decision making and action oriented move towards Economic and social development.



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**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**  
**SCHEME OF EXAMINATIONS**

Sem.	Part	Course Code	Course Name	Credits	MARKS			Hrs./ Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
I	-	20186A	Core: Self Study - Entrepreneurship – An overview	5	25	75	100	2	3	THEORY
I	-	20186P	Core: Practical - Family Business Management	6	40	60	100	2	3	PRACTICAL
II	-	20286A	Core: Self Study - Project Finance and Management	5	25	75	100	2	3	THEORY
II	-	20286P	Core: Practical - Business Plan	6	40	60	100	2	3	PRACTICAL
III	-	20386A	Core: Self Study - Entrepreneurship Development	5	25	75	100	2	3	THEORY
III	-	20386P	Core: Internship	6	40	60	100	-	3	PRACTICAL
IV	-	20486A	Core: Self Study - Creativity, Innovations – Best practices in Start ups	5	25	75	100	2	3	THEORY
IV	-	20486P	Core: Project	7	25	75	100	-	3	PRACTICAL
			Total	<b>45</b>	<b>245</b>	<b>555</b>	<b>800</b>			



AV - 03  
2020-21

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**MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS**

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
20186A	Core: Self Study - Entrepreneurship – An overview	3	1	2	3	2	2	3	1	1	2
20186P	Core: Practical - Family Business Management	2	2	1	2	2	3	2	2	2	1
20286A	Core: Self Study - Project Finance and Management	2	3	1	2	2	2	1	2	1	2
20286P	Core: Practical - Business Plan	2	3	2	1	3	1	1	1	2	1
20386A	Core: Self Study - Entrepreneurship Development	3	3	3	2	3	2	1	3	1	3
20386P	Core: Internship	1	3	1	2						1
20486A	Core: Self Study - Creativity, Innovations – Best practices in Start ups	2	1	3	2	1	1	3	1	2	3
20486P	Core: Project	3	3	2	1	1	1	2	1	1	2

**Indicators: 1. Reasonable 2. Significant 3. Strong**

Av - 04  
2020 - 21

A<sup>1</sup> - 05  
2020-21

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20186A	<b>CORE: SELF STUDY - ENTREPRENEURSHIP - AN OVERVIEW</b>	5	Theory	-	100

**Objectives:**

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 and financial feasibility.

**Unit – IV: Opportunities in Entrepreneurship**

Characteristics of entrepreneurial leadership, risk taking, decision taking and business Planning - legal issues – intellectual property rights, patents, trademarks, copy rights, trade secrets, licensing and franchising.

**Unit – V: Case Studies**

AY - 06  
2020-21

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**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	The course helps the student to understand the meaning, nature and the existing business environment.	K2 & K3
CO2	To understand the institutional and government support towards Entrepreneurship.	K1
CO3	To enrich necessary competencies, support services, the know-how and skills in various functional areas of management.	K3
CO4	To identify various opportunities in Entrepreneurship	K4
CO5	To familiarize with the live cases on Entrepreneurship	K5

**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	2	1	1	1	1	1	1	1	1	2
CO2	3	2	2	3	2	3	2	1	1	2
CO3	3	2	2	2	2	2	2	2	2	3
CO4	3	3	3	3	3	3	2	3	2	3
CO5	1	3	3	3	3	3	3	2	2	3

**Indicators: 1. Reasonable 2. Significant 3.Strong**

A<sup>1</sup> - 07  
2020-21

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Reference Books				
National				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	The 10 Commandments for Building a Growth Company	Brandt, Steven C.	Macmillan Business Books, Delhi	Third Edition, 1977
2	The Origin and Evolution of New Business	Bhide, Amar V.	Oxford University Press, New York,	2000
3	Entrepreneurship strategies and Resources	Dollinger M.J.	Pearson Education, New Delhi	3 <sup>rd</sup> edition, 2006
4	Management of small scale enterprises New Delhi:	Desai, Vasant Dr	Himalaya Publishing House	2004
5	Entrepreneur Development New Venture Creation	Taneja, Gupta	Galgotia Publishing Company	2 <sup>nd</sup> edition

**Pedagogy:** Lecture, PPT Presentation, Assignment, Seminar, Classroom Exercise.



AY - 08  
2020-21

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**POST GRADUATE DIPLOMA IN ENTREPRENEURSHIP DEVELOPMENT**  
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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20186P	<b>CORE:PRACTICAL - FAMILY BUSINESS MANAGEMENT</b>	6	Practical	-	-

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

**UNIT I: Introduction to Family Business**

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: Roles and Responsibilities of running a family Business**

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: Opportunities in family Business**

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: Power struggles in Family Business**

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

**UNIT V : Business Governance**

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

A<sup>1</sup>-09  
2020-21

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**POST GRADUATE DIPLOMA IN ENTREPRENEURSHIP DEVELOPMENT**  
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**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	This subject is designed to help students understand the dynamics related to the ownership.	K2 & K3
CO2	To Help students understand the dynamics related to the management of family run businesses.	K1
CO3	To understand the growth and sustainability of business.	K3
CO4	To orient on the power struggles and conflict resolution among family Business	K4
CO5	To familiarize the Business governance and management of family business.	K5

**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	1	2	1	2	2	2	1	2	1	2
CO2	2	2	1	2	3	2	1	2	1	2
CO3	2	2	2	2	2	2	2	1	2	2
CO4	2	3	3	2	2	3	3	2	2	2
CO5	3	3	2	3	3	3	2	2	3	3

**Indicators: 1. Reasonable 2. Significant 3.Strong**

AV-10  
2020-21

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**COIMBATORE - 641014**  
**POST GRADUATE DIPLOMA IN ENTREPRENEURSHIP DEVELOPMENT**  
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Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
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, South-Western	Ernesto J. Poza,	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		

**Pedagogy:** Lecture, PPT Presentation, Assignment, Seminar, Classroom Exercise.



AY - 11  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
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**POST GRADUATE DIPLOMA IN ENTREPRENEURSHIP DEVELOPMENT**  
**(Under Choice Based Credit System)**

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20286A	<b>CORE: SELF STUDY - PROJECT FINANCE AND MANAGEMENT</b>	<b>5</b>	<b>Theory</b>	-	<b>100</b>

**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 Introduction to Project Management**

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**

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

**UNIT- III Market Demand Analysis**

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**

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**

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

A<sup>Y</sup>-12  
2020-21

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COIMBATORE - 641014  
POST GRADUATE DIPLOMA IN ENTREPRENEURSHIP DEVELOPMENT  
(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	To enrich the students in various issues of project planning, appraisal, evaluation and selection.	K1
CO2	Helps student's preparation of feasibility report, mobilizing funds.	K4
CO3	To familiarize the students in aiding the management in long-term investment decisions.	K2
CO4	To understand the various sources of Project Finance	K3
CO5	To understand the implementation of Project.	K5

**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	2	3	2	1	3	2	2	3	2	3
CO2	3	3	2	2	3	2	1	3	1	2
CO3	2	2	1	2	3	2	2	3	2	2
CO4	2	2	2	2	2	2	1	2	2	2
CO5	3	3	2	2	2	2	2	3	2	3

**Indicators: 1. Reasonable 2. Significant 3.Strong**

AY-13  
2020-21

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Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Project management	Prasannachandra	Tata-McGrawHill, New Delhi	2002-2 <sup>nd</sup> Edition.
2	Project management	Chowdry	Tata-McGrawHill, NewDelhi	1998-6 <sup>th</sup> Edition
3	Project management	Gopalakrishnan	Tata-McGrawHill, New Delhi-	1999- 6 <sup>th</sup> Edition.
4	Project management for business and technology	John M. Nicholas	prentice hall, New Delhi.	2 <sup>nd</sup> edition.
5	International Project Management	Jack R Meredith, Samuel J Mantel	John Wiley & Sons,	4 <sup>th</sup> Edition.

**Pedagogy:** Lecture, PPT Presentation, Assignment, Seminar, Classroom Exercise.



A<sub>v</sub> - 14  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
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**POST GRADUATE DIPLOMA IN ENTREPRENEURSHIP DEVELOPMENT**  
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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20286P	<b>CORE: PRACTICAL - BUSINESS PLAN</b>	6	<b>Practical</b>	-	-

**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 Business Planning Situations-Benefits from business planning - The Anatomy of a Business Plan–Need for a Business Plan-GIST (Great Ideas for Starting Things)-The Art of Writing a Business 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 values already 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 customers into 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 – Defining Positioning of the business and its Brand-Designing Marketing Strategies- components of an Elevator Speech.

**Unit V - Organizing and funding a Business plan**

AY-15  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014  
POST GRADUATE DIPLOMA IN ENTREPRENEURSHIP DEVELOPMENT  
(Under Choice Based Credit System)**

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 about Venture Capital.

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	To guide students to prepare a winning business plan.	K2
CO2	To know how to run a business efficiently and successfully by using the business plan	K1 & K5
CO3	To assess the current status of a business, markets and competition	K4
CO4	To describe the capabilities of Business and device a market plan	K3
CO5	To learn to organize and fund a business plan	K4 & K5

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	2	2	1	1	2	1	2	1	1	2
CO2	3	2	2	2	2	2	1	1	1	2
CO3	2	3	2	1	2	1	1	1	2	2
CO4	2	3	2	1	2	1	1	1	1	2
CO5	2	2	2	2	1	1	1	1		1

**Indicators: 1. Reasonable 2. Significant 3.Strong**

A V - 16  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**POST GRADUATE DIPLOMA IN ENTREPRENEURSHIP DEVELOPMENT**  
**(Under Choice Based Credit System)**

Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Plans	Kitfor Dummies, Steven Peterson, PhD, Peter E. Jaret, and Barbara Findlay Schenck,	Wiley Publishing, Indianapolis, Indiana,	2nd Edition, 2005
2	The Definitive Business Plan, the fast-track to intelligent business planning for executives and Entrepreneurs	Richard Stutely	Pearson Education Limited, Great Britain	2 <sup>nd</sup> Edition, 2007
3	Art of the Start, the Time- Tested, Battle-Hardened Guide for Anyone Starting Anything,	Guy Kawasaki,	Penguin Group (USA) Inc., New York	First Edition, 2004
4	The Plan-as-You-Go Business Plan,	Tim Berry,	Entrepreneur Press, USA,	First Edition, 2008
5	The \$100 Startup: Reinvent the Way You Make a Living, Do What You Love, and Create a New Future,	Chris Guillebeau,	Crown Business, USA	First Edition, 2012.

**Pedagogy:** Lecture, PPT Presentation, Assignment, Seminar, Classroom Exercise.

AY - 17  
2020-21

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**COIMBATORE - 641014**  
**POST GRADUATE DIPLOMA IN ENTREPRENEURSHIP DEVELOPMENT**  
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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20386A	<b>CORE: SELF STUDY - ENTREPRENEURSHIP DEVELOPMENT</b>	5	Theory	-	100

**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 -  
Institutional Finance and Institutional Support to Entrepreneurs in India – Problems of  
Entrepreneurs – Sickness, Reasons and Remedies

**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.

**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:**

A V - 18  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
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**POST GRADUATE DIPLOMA IN ENTREPRENEURSHIP DEVELOPMENT**  
**(Under Choice Based Credit System)**

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 regulations for Export, Import and other 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

#### **Course Outcome mapping with Knowledge level**

<b>Course Outcome</b>	<b>CO Statement</b>	<b>Knowledge level</b>
CO1	To enable the students to learn and understand the need for Entrepreneurship.	K1
CO2	Enhances knowledge in different types of Start-ups, Convergent and Divergent thinking	K3
CO3	To know the functions of small and medium enterprise	K2
CO4	To understand the import and export documentation.	K5
CO5	Familiarize in Launching a Business and the various supports from the Government.	K4 & K5

**Note:**

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



AY-19  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**POST GRADUATE DIPLOMA IN ENTREPRENEURSHIP DEVELOPMENT**  
**(Under Choice Based Credit System)**

**Course Outcome mapping with Programme outcome**

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

**Indicators: 1. Reasonable 2. Significant 3.Strong**

**Reference Books**

**National**

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Entrepreneurship	Madhurima Lall and Shikha Sahai	Excel Books	First Edition
2	Entrepreneurship Development	Dr.S.S.Khanka,	S.Chand& company Ltd, New Delhi	First Edition
3	Dynamics of Entrepreneurial Development and Management	Vasant Desai	Himalaya Publishing House	Second Edition
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://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>

**Pedagogy:** Lecture, PPT Presentation, Assignment, Seminar, Classroom Exercise.

A<sup>1</sup> - 20  
2020-21

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20486A	<b>CORE: SELF STUDY - CREATIVITY, INNOVATIONS – BEST PRACTICES IN START UPS</b>	5	Theory	-	100

**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\

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**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

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	To give students a thorough knowledge of where innovation can be found within the organization	K1
CO2	To instill the creativity factor of the students towards Innovation and Business	K4
CO3	To enrich the designing of the thinking process	K5
CO4	To know how to recognize innovation.	K3
CO5	To learn how innovation can be used for competitive advantage	K2 & K4

**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	2	1	2	1	1		2			
CO2	2	1	3	1			3	1		1
CO3	1	1	2	1	2		3			
CO4	1	1	3	1	1		2			
CO5	2	2	3	2	2	1	3	1	1	1

**Indicators: 1. Reasonable 2. Significant 3.Strong**

A<sup>1</sup> - 22  
2020-21

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**Reference Books**

**National**

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Innovation acceleration: Transforming organizational thinking. Upper Saddle River, NJ	Kuratko, D. F. Goldsby, M. G., & Hornsby, J. S.	Prentice Hall	2012
2	The innovator's method: Bringing the lean startup into your organization. Boston, MA:	Furr, N., & Dyer, J	Harvard Business School Publishing	2014

**Website & Web Link:**

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- 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. (2020). 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
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