



**VIDYASAGAR UNIVERSITY**

**Midnapore**

**Community College Centre**

**National Skill Qualification Framework (NSQF)**

**A UGC sponsored Scheme**

*for*

**Certificate Course in Entrepreneurship Development**



# VIDYASAGARUNIVERSITY

MIDNAPORE-721102, WEST BENGAL, INDIA

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## Community College Centre under NSQF, UGC Certificate Course on 'Entrepreneurship Development' SYLLABUS

Duration: 06 Months

**3 Theoretical Papers of 50 marks each : 150 Marks**

**Course 01: Introduction to Entrepreneurship (4 Credits)**

**Course 02: Management Concepts and Organizational Behaviour (4 Credits)**

**Course 03: Development of Entrepreneurial Skills (4 Credits)**

**3 Practical Papers of 100 marks each : 300 Marks**

**Course 04: Economic Structure and Business Plan Development (6 Credits)**

**Course 05: Soft Skills (6 Credits)**

**Course 06: Computational and Computer Fundamentals (6 Credits)**

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**Course 01: Introduction to Entrepreneurship 4 Credits**

### Module I

Concepts and Overview of Entrepreneurship, Evolution and Growth of Entrepreneurship in India, History of Entrepreneurship in Bengal, Importance of Small and Medium Scale Industries for Economic Development of India and West Bengal and Role of Entrepreneurship in Economic Development, Framework of Entrepreneurship Theories, Models of Entrepreneurship, Emerging Models of Corporate Entrepreneurship.

### Module II

Entrepreneurial Culture, Entrepreneurial Society, Women Entrepreneurship, Rural Entrepreneurship, Emerging Trends in Entrepreneurship Development, Entrepreneurial Potential and Potential Entrepreneur, Evaluation of Social Entrepreneurship in India.

**Course 02: Management Concepts and Organizational Behaviour 4 Credits**

### Module I

Introduction to Management, Evolutions of Management Thought, Managerial Planning, Decision Making, Organizing Principles, Delegation of Authority and Responsibility, Centralization and Decentralization, Direction: Motivation, Communication and Leadership, Controlling Types and Techniques.

## **Module II**

Organizations Behaviour: An Introduction, Personality: Determinants and Theories, Perception, Learning, Attitude, Group Formation and Group Dynamics, Interpersonal Relations: Transactional Analysis, Organisation Change and Transformation, Organisation Development.

### **Course 03: Development of Entrepreneurial Skills**

**4 Credits**

#### **Module I**

Entrepreneurship and Indian Social System, Few Indigenous Success Stories of Entrepreneurship in Bengal During Post-Independent Period, Entrepreneurial Characteristics and Skills, Entrepreneurial Motivation and Need for Achievement, Building New Identity, Goal Setting, Creativity and Problem Solving.

#### **Module II**

Sources of Funding for Entrepreneurs, Case Studies of Successful Entrepreneurs in India, Entrepreneurs Skills and Competencies, Interaction with Entrepreneurs (Firsthand Experience).

### **Course 04: Economic Structure and Business Plan Development**

**6 Credits**

#### **Module I**

Consumer Behaviour, Satisfaction and Need for Market Research; Demand-Supply Analysis and Price Determination, Demand and Supply Forecasting and Its Methods; Producer Behaviour (Production, Cost and Profit), Various Types of Market Structure (Perfect and Imperfect Markets and Pricing Strategies), Pattern of Economic Growth and Development in India and Bengal and Requirement of Entrepreneurship.

#### **Module II**

When it comes to a business plan format, there are ten basic elements that must be covered when writing a business plan. The standard contents of a business plan include:

- An Overview
- Executive Summary
- General Company Description
- The Opportunity
- Industry And Market
- Your Strategy
- The Team
- A Marketing Plan

- Operational Plan
- Financial Plan
- An Appendix

## **Course 05: Soft Skills**

**6 Credits**

### **Module I**

**Unit 1:** Introduction to Soft Skills

**Unit 2:** Communication Skills

**Unit 3:** Presentation Skills

**Unit 4:** Time Management Skills

### **Module II**

**Unit 5:** Body Language & Etiquettes

**Unit 6:** Group Discussion & Interview Skills

**Unit 7:** Preparation of CV

**Unit 8:** Emotional Intelligence Skills

## **Course 06: Computational and Computer Fundamentals**

**6 Credits**

### **Module I**

**Unit 1:** MS Word: Introduction, Windows 2007 Interface, Customizing the Word Application, Document Views, Basic Formatting in MS Word 2007, Advanced Formatting, Navigating through a Word Document, Performing a Mail Merge, A Quick Look at Macros, Printing Documents, Print Preview; Excel 2007: Introduction, Workbook, Worksheet, Formatting in Excel, Advanced Formatting in Excel, Working with Formulas, Printing Worksheets. MS PowerPoint: Introduction, Creating a Presentation, Basic Formatting in PowerPoint, Advanced Formatting, Using Templates, Inserting Charts, Inserting Tables, Printing Presentations.

**Unit 2:** Data Entry, Data Cleaning, Data Analysis and Presentation of Data in different tabular form (Using Ms-Excel).

**Unit 3:** Introduction to Internet, WWW and Web Browsers, Basic of Computer Networks: LAN, WAN, Concept of Internet, Applications of Internet, Search Engines.

## **Module II**

**Unit 4:** Frequency Distribution, Types of Data, Different Types of Statistical Charts and Diagrams like (Line diagram, bar diagram, Pie-chart and its preparation by using Ms-Excel), Ratio and proportion and its uses and Calculation by using Excel, Average (Mean, Median, Mode), Measurement of Different types of Deviation and its Uses, demand forecasting by Using Ms-Excel, Correlation and Simple Regression, Data Entry, Cleaning and Preparation of Statistical Tables by using Ms-Excel.