



**UNIVERSITY OF RAJASTHAN
JAIPUR**

SYLLABUS

- 1. Certificate Course in Entrepreneurship**
- 2. Diploma in Entrepreneurship**

Examination - 2018

12/12/18
By, Registrar (Acad.)
University of Rajasthan

(A)

Centre for Entrepreneurship Development

Scheme of the Courses


Certificate Course in Entrepreneurship

Course Objectives

- To develop basic understanding about Entrepreneurship
- To develop Basic Entrepreneurial Skills
- To orient graduates for their own venture setup
- To boost start-ups.

Scheme of the Course

1. Duration of the Course - 6 Months
2. Eligibility - Graduation in any discipline from recognized University
(With 45% Marks in aggregate)
(5% Relaxation to Reserved Categories)
3. There will be Six (6) papers of 3 credits each
4. Admission shall be strictly on the basis of percentage of Marks obtained in Graduation and Personal Interview.
5. A student has to appear in both internal and external examination and shall have to secure 40% marks in internal and external examination separately and 50% in aggregate to pass.
6. The division of marks for internal and external shall be 50% and 50% respectively.
7. Each paper shall be consisting of 100 marks.
8. Medium of instruction as well as examination will be English.
9. Division and Grading system will as per the existing regulations of University of Rajasthan, Jaipur.
10. Maximum intake will be of 50 students and 10 Business Seats. (For Business Seats - Business Registered in the name of parents, 3 Years IT Returns and Sale Tax Registration is required). 5% relaxation in marks will be given at the time of admission for Business Seats.
11. Fee charges will be of Rs.15000/- per semester. 50 Hours for each subject and total 300 Hours for 6 papers will be allotted.


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Name of the Courses

I. Certificate Course in Entrepreneurship

1. Theory and Practice of Entrepreneurship
2. Accounting for Entrepreneurs
3. Policies and Legal Aspects of Small Business
4. Exploring Business Opportunities & Market Survey
5. Project Report Formulation and Presentation
6. E-Commerce for Entrepreneurs

II. Diploma in Entrepreneurship

1. Fundamentals of Small Business Management
2. Soft Skills for Entrepreneurs
3. Technology and Innovations for Entrepreneurs
4. Management Accounting & Managerial Economics
5. IT for Entrepreneurs
6. Import and Export Documentation and Procedure

III. IIIrd Semester of Master in Business Entrepreneurship

1. Financial Management
2. Human Resource Management
3. Marketing Management
4. Consumer Behaviour and Ethics in Business
5. Family Business Management
6. Strategic Management

IV. IVth Semester of Master in Business Entrepreneurship

1. Institutional Support for Entrepreneurs
2. Social Entrepreneurship
3. Entrepreneurship Lab Field Work
Electives
 - I. 1. Event Management
2. Retail Management
 - II. 1. Tourism Management
2. Rural Management
 - III. 1. Women Entrepreneurship
2. Case Studies on Entrepreneurship

Ist Semester

Certificate Course in Entrepreneurship

Paper No. 101 : Entrepreneurship Theory & Practices

Objective : The course aims at equipping the students with the basic understanding of the Entrepreneurship function, along with the skill sets and knowledge required to establish and run an enterprise successfully.

Unit I : Entrepreneurship conceptual aspects : Entrepreneurship and economic development, role of Entrepreneurs, theories and concepts, barriers to Entrepreneurship, Entrepreneurs, managers and intrapreneurs.

Unit II : Entrepreneurial process & entrepreneurship development : Entrepreneurial competencies, traits, characteristics, motives, attitudes, achievement orientation, self-assessment.

Unit III : Preparing for an entrepreneurial career : Deciding for entrepreneurial career, identification and selection of business opportunities, market assessment, technology search, production capacity, assessment of infrastructure requirements and other resources, business plan and its importance.

Unit IV : Institutional infrastructure to promote entrepreneurship : Overview, roles, schemes of promotional, financial, regulatory and other support system institutions.

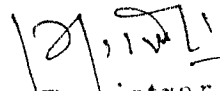
Unit V : Emerging trends in entrepreneurship : Technopreneurship, netpreneurs, agripreneurs, Women entrepreneurship, Portfolio entrepreneurship, Franchising.

Case Studies based on above-mentioned curriculum.

Recommended Books :

1. Charantimath, P.M. Entrepreneurship Development and Small Business Management, Person Education
2. Gupta CB, Srinivasan NP, Entrepreneurship Development in India, Text & Cases, Sultan Chand & Sons, New Delhi.

3. Desai Vasant, Fundamentals of Entrepreneurship and Small Business Management, Himalaya Publishing House.


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Paper No. 102 : Accounting for Entrepreneurs

Unit I : Introduction to accounting, concepts & conventions of accounting, Recording of Business Transactions: Brief outline of Journalizing, Posting & Trial Balance.

Unit II : Trading Profit & Loss Accounting, Balance Sheet, Adjustment Entries.


Unit III : Cash Book, Bank Reconciliation Statement.

Unit IV : Ratio Analysis.

Unit V : Break - Even Analysis and Concept of Standard Costing

Recommended Books :

1. Maheshwari, S.N., Management Accounting and Financial Control. Sultan Chand and Sons, New Delhi.
2. Bhattacharya, S.K. and Dearden, J. (1996). Accounting for Management : Texts and Cases. Vikas Publishing, New Delhi.
3. Sofat, Rajni and Hiro, Preeti, Basic Accounting, PHI, New Delhi.


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Paper No. 103 : Policies and Legal Aspects of Small Business

Unit I : Policies and Programme relating to MSME Sector.

Unit II : Indian Contract Act 1872 - Salient Features.

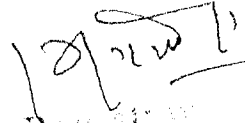
Unit III : The Sale of Goods Act 1930. Negotiable Instruments.

Unit IV : Indian Partnership Act 1932. Limited Liability Partnership Act 2008.

Unit V : Types of Companies & Salient Features of Consumer Protection Act 1986.

Recommended Books :

1. Kapoor, N.D., Elements of Mercantile Law. Sultan Chand & Sons, New Delhi.
2. Kuchhal, M.C., Mercantile Law. Vikas Publishing, New Delhi.
3. Gulshan, S.S., Business Law. Excel Books, New Delhi.
4. Publication of MSME, Govt. of India


Dr. Rajendra
University of Rajasthan
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Paper No. 104 : Exploring Business Opportunities & Market Survey

Unit I : Exploring Business Opportunities – Introduction, SWOT Analysis, Business Opportunities.

Unit II : The process of selection, Exploring Opportunities.

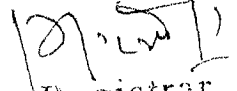
Unit III : Final selection of Project.

Unit IV : Market Survey – Steps in Market Survey,

Unit V : Questionnaire for Market Survey and Key components of Market Survey Report.

Recommended Books :

1. Chandra, Prasanna, Projects : Preparation, Appraisal, Budgeting and Implementation, Tata McGraw Hill, New Delhi.
2. Desai, Vasant, The Dynamics of Entrepreneurial Development and Management, Himalya Publishing House, New Delhi.
3. Gupta, C.B. and Srinivasan, M.P., Entrepreneurship Development in India. Sultan Chand & Sons, New Delhi.
4. Sharma, Dr. D.K. and Sharma, Dr. A.D., Entrepreneurship Development.


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Paper No. 105 : Project Report Formulation and Presentation

Unit I : Business Plan Formulation – What is Business, Preliminary Project Report (PPR), Steps in Preparing PPR, Detailed Project Report and Project Appraisal.

Unit II : Project Financing – Capital investment - importance & types, Cost of Sales, Cost of production and Profitability estimates, Working Capital Assessment, Debt Service Coverage Ratio, Break Even Point, Projected Cash Flow, Projected Balance Sheet.

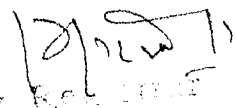
Unit III : Project analysis : Market analysis, technical analysis, organizational analysis, Infrastructure arrangements, technology arrangement, Inputs & utilities, Product mix, capacity, machinery and equipment selection, Location, site selection, Estimates of Cost of Project.

Unit IV : Means/Sources of Finance, Equity Capital, Debt Capital, Term Loans, Working Capital, Capital Structure,

Unit V : Venture Capital, Angel Investors, Croud Funding, Technology Business incubators and accelerators.

Recommended Books :

1. Chandra, Prasanna, Projects : Planning, Analysis, Selection, Financing, Implementation and Review, McGraw Hill Education India Pvt. Ltd., New Delhi.
2. Desai, Vasant, The Dynamics of Entrepreneurial Development and Management, Himalya Publishing House, New Delhi.
3. Gupta, C.B. and Srinivasan, M.P., Entrepreneurship Development in India. Sultan Chand & Sons, New Delhi.
4. Sharma, Dr. D.K. and Sharma, Dr. A.D., Entrepreneurship Development.


Dr. K. S. Singh
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Paper No. 106 : E-Commerce for Entrepreneurs

Unit I : Introduction and overview, evolution, EDI, Advantages and disadvantages, Traditional vs. E-Commerce, Road Map of E-Commerce in India.

Unit II : E-Commerce infrastructure – Hardware, Software, Networking, Internet, www.


Unit III : E-Commerce models, E-Enterprise, Security Issues, E-Marketing.

Unit IV : Electronic Payment Systems – E-Cash, Smart Cards, Credit Cards, Internet Banking, CRM.

Unit V : Website Management and Legal Environment for E-Commerce.

Recommended Books :

1. Laudon, K.C. and Traver, C.L. , E-Commerce, Business Technology and Society, Pearson Education.
2. Joseph, PTSJ, E-Commerce : An Indian Perspectives, Prentice Hall of India, New Delhi.
3. Whitley, David, E-Commerce. Tata McGraw Hill, New Delhi.


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IIInd Semester

Diploma in Entrepreneurship

Paper No. 201 : Fundamentals of Small Business Management

Unit I : Nature, Meaning and Significance of Management, Management Process, Functions, Skills and Roles.

Unit II : Overview of functions – Planning Organising, Staffing, Decision Making, Directing and Controlling.

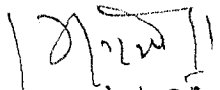
Unit III : Concept of Managerial Ethics, Social Responsibility and Value based Management.

Unit IV : Motivation and Leadership.

Unit V : Startup of Small Business Enterprise, Management of Small Business Enterprise.

Recommended Books :

1. Stoner, James A.F., Freeman, R. Edward and Gilbert Daniel R., Management, Pearson Prentice Hall, New Delhi.
2. Prasad, L.M., Principles and Practice of Management, Sultan Chand & Sons, New Delhi.
3. Sharma, et. all, Entrepreneurship and Small Business Management, Ajmera Book Company, Jaipur.


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Paper No. 202 : Soft Skills for Entrepreneurs

Unit I : Soft Skills – Meaning and Importance, Need and Importance of Communication, Process of Communication.

Unit II : Types of Communication – Verbal, Non-Verbal, Formal vs. Informal, 7 Cs of Good Communication, Barriers to Communication.

Unit III : Public Speaking – Preparation of speech, Timing the speech, Addressing a crowd.

Unit IV : Meetings – Agenda, Minutes, Reports.

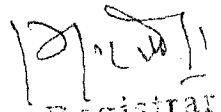
Unit V : Personality Development, Self Management, Time Management.

Practical Lab

1. Group Discussion
2. Interviews
3. Mock Meetings
4. Games and Role Playing
5. Drafting

Recommended Books :

1. Bhatia, R.C., Business Communication, Anand Books Pvt. Ltd., New Delhi.
2. Mitra, Barun K., Personality Development and Soft Skills, Oxford, New Delhi.
3. Pal, Rajendra and Korlahalli, J.S., Essentials of Business Communication, Sultan Chand & Sons, New Delhi.


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Paper No. 203 : Technology and Innovations for Entrepreneurs

Unit I : Introduction to Science and Technology, Technology Environment, Technology Policy, Technology Diffusion.

Unit II : Management of Technological changes and Forecasting, Forecasting Techniques.

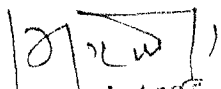
Unit III : Technology Transfer – Modes, Routes, Agreements, Technology Acquisition.

Unit IV : Creativity Types, Process, Individual and Organizational Creativity, Fostering Creativity.

Unit V : Innovation Process, Types – Product, Process, Innovation Strategies, Innovations Economics, Models of Innovation.

Recommended Books :

1. Narayanan, V.K. Managing Technology and Innovation for Competitive Advantage, Prentice Hall, New Delhi.
2. Khalil, Tarek M., Management of Technology, Industrial Engineering and Management Press,
3. Krishnamacharyulu, CSG and Ramakrishnan, Laitha, Management of Technology, Himalaya Publishing House, New Delhi.
4. Catmull, Edwin and Wallace Amy, Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration, Transworld Publishers Ltd.


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Paper No. 204 : Management Accounting & Managerial Economics

Unit I: Introduction : Financial Accounting, its Concept, Importance, Scope, Accounting as an information system, Accounting concepts, conventions and Generally Accepted Accounting Principles (GAAP).

Unit II : Management Accounting : Concept, Need, Importance and Scope, Nature, Attributes and Usefulness of Financial Statements, Distinction between financial accounting, cost accounting and management accounting, Role and responsibility of management accountant.

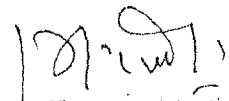
Unit III : Meaning and scope of Managerial Economics, Role and responsibilities of Managerial Economist, Objectives of firm, Fundamental concepts of Economics – Incremental reasoning, contribution, Time perspective Risk and uncertainty, Discounting principle, Opportunity cost.

Unit IV : Demand and revenue, Elasticity of demand its significance and its applications in business, Demand function, Determinants of demand, Demand forecasting, Cost Concepts relevant to business decisions, Cost Functions, Production function, laws of returns and returns to scale.

Unit V : Theory of pricing, Perfect competition, Imperfect Competition, Monopoly, Monopolistic competition, Monopoly, Duopoly and Oligopoly.

Recommended Books :

1. Maheshwari, S.N., Management Accounting and Financial Control, Sultan Chand and Sons, New Delhi.
2. Agarwal, M.R., Management Accounting,
3. Dwivedi, D.N., Managerial Economics, Vikas, New Delhi.
4. Mathur, N.D. Managerial Economics, Shivam Book House Pvt. Ltd., Jaipur.
5. Mehta, P.L., Managerial Economics, Analysis and Cases, Sultan Chand & Sons, New Delhi.


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Paper No. 205 : IT for Entrepreneurs

Unit I : Computer System Concept : Characteristics, Generations, Basic computer organization, Computer Memory, Input and output devices, Secondary storage devices.

Unit II : Computer software : application and system software, operating systems, computer languages.


Unit III : MS-Office : Word, Excel, Access and PowerPoint, Basics of Internet, e-mail, etc.

Unit IV : Software packages for Basic Accounting.

Unit V : MIS, ERP Fundamentals.

Recommended Books :

1. Saxena, Sanjay, A First Course in Computers, Vikas Publishing House Pvt. Ltd., New Delhi.
2. Sinha, P.K., Computer Fundamentals, BPB Publications, New Delhi.
3. Saxena, Sanjay, MS Office 2000 for everyone, Vikas Publishing House Pvt. Ltd., New Delhi.
4. Jawadkar, W.S., Management Information Systems, Tata McGraw Hill Education Pvt. Ltd., New Delhi.


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Paper No. 206 : Import and Export Documentation and Procedure

Unit I : Role of Import – Exports in Indian Economy Quality Certifications, Pre shipment Inspection, Marine Insurance.

Unit II : Export Procedure : Export documentation, General Excise clearance, Role of cleaning and Forwarding Agents, Shipment of Export Cargo, Export Houses.

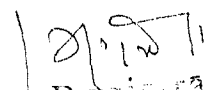
Unit III : Import Procedure : Import licensing policy, Replenishment licensing, Capital Goods Licensing, Trading Houses, Import Houses.

Unit IV : Export Credit Guarantee and Policies : Forward Exchange cover, Finance for Export, Duty Drawbacks, Logistics for Import – Exports.

Unit V : Import Management in developing countries, Import Procurement Methods, Import Financing, Purchase Contracts, Maintaining and follow-up of import contracts.

Recommended Books :

1. Jain, Nabi Kumar, How to Export, Nabhi Publications, New Delhi.
2. Varshney & Bhattacharys, International Marketing Management, Sultan Chand & Sons, New Delhi.
3. Kothari, Jain and Jain, international Marketing, Ramesh Book Depot, Jaipur.


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