



UNIVERSITY OF RAJASTHAN

JAIPUR

SYLLABUS

Certificate Course in

Entrepreneurship

&

Skill Development

(Semester Scheme)

Examination – 2022

Poj/Tain
Dr. Registrar (Acad.)
University of Rajasthan
JAIPUR
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Centre for Entrepreneurship Development

Scheme of the Courses

Certificate Course in Entrepreneurship and Skill Development

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 Examination

1. Duration of the Course - Certificate Course one semester (6 Months).
2. There will be Six (6) papers of 3 credits each and each paper have three hours of duration of examination.
3. A student has to appear in both internal and external examination and shall have to secure 36% marks in internal and external examination separately and 40% in aggregate to pass. The division of marks for internal and external examination shall be 50% and 50% respectively.
4. The Classification of successful candidates will be as follows:

First Division 60% of the aggregate marks.

Second Division 48% of the aggregate marks.

All the rest candidates will be declared to have passes the examination.
5. Medium of instruction as well as examination will be both in Hindi and English.
6. There will be five questions in all. The candidate will require to attempt all the question selecting one question from each unit with an internal choice (either/or). Each paper shall consisting of 100 marks.
7. Every candidate for the above certificate examination shall be required to offer the following papers.

Certificate Course in Entrepreneurship and Skill Development

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

(3)

Poj / Jain
Dr. S. S. Jain
11/11/17
S. S. Jain

1st Semester

Certificate in Entrepreneurship and skill development

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.

Raj Jain
Dr. Rajiv Jain
Faculty of Management Studies
SRM Institute of Science and Technology
Kattankulathur, Chennai - 605 006

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

Raj Jain
By Registrar of Rajasthan
13/11/2017
13/11/2017

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.

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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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