

## **SHORT TERM COURSE- GOVT. OF PUNJAB**

### **CERTIFICATE COURSE IN ENTREPRENEURSHIP, CREATIVITY AND INNOVATIONS IN BUSINESS**

#### **Objective:**

The basic objective of this course is to help the learners understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development. It also aims to motivate students to opt for entrepreneurship and self-employment as alternate career options.

**Duration of the Course:** 6 Months

**Eligibility:** Any student enrolled in degree programme of the College.

#### **Learning outcomes:**

This course will help the students to know about

1. Entrepreneurial process of creating new businesses,
2. role of Creativity and innovation in Entrepreneurial start-ups,
3. manage family-owned companies ,
4. context of social innovation and social entrepreneurship and
5. issues and practices of financing entrepreneurial businesses., and
6. live cases of social , techno, women entrepreneurs along with visit and interaction with entrepreneurship development institutes in India,
7. It helps the participants in learning basic fundamentals of decision making towards establishing enterprises in real life situations. This course is intended to be a foundation course for those who plan to work and start a business enterprise.

## INSTRUCTIONAL DESIGN

### PROGRAMME STRUCTURE

<b>SR. NO.</b>	<b>COURSE TITLE</b>	<b>CREDIT</b>
GC-ECI1	ENTREPRENEURSHIP, INNOVATION AND CREATIVITY	6
GC-ECI2	MANAGEMENT OF MSME	6
GC-ECI3	PROJECT PLANNING	6
	Total	18

## **GC-EC11 ENTREPRENEURSHIP, INNOVATION AND CREATIVITY**

Max. Marks: 100

External: 70

Internal: 30

Pass: 35%

Credits: 6

### **INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:**

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

### **INSTRUCTIONS FOR THE CANDIDATES:**

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

### **SECTION A**

**Entrepreneurship-** Concept, Theories, Characteristics, Entrepreneurial mindset. Innovation and creativity- meaning, Types of innovations, features, and need. Creativity : need and significance Latest innovations in manufacturing and service sectors. Social and commercial entrepreneurship. Types of entrepreneurship, Women Entrepreneurship- Problems Faced, Suggestions, Role of Government to promote Women Entrepreneurship.

## **SECTION B**

Centre of Innovation, Incubation and Entrepreneurship- An expert Interview, Entrepreneurship: Role of stimulating creativity , Creative teams and managerial responsibilities ,Innovation and entrepreneurship:,Creativity and Innovations in Start Ups. Case studies of entrepreneurship, innovation and creativity.

**GC-ECI2 MANAGEMENT OF MSME**

Max. Marks: 100

External: 70

Internal: 30

Pass: 35%

Credits: 6

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2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
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5. The duration of each paper will be three hours.

**INSTRUCTIONS FOR THE CANDIDATES:**

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

**SECTION A**

MSMEs –Concept, significance and types. Registration process and its procedure, Benefits of registration. MSMEs--- Seed Bed of Entrepreneurship; Start up- Its Concept, steps and need. Product Planning and Management; Marketing Management; Growth and Diversification Strategies.

**SECTION B**

Logistics management—meaning, features, and its role in business enterprises. Role of MSMEs in the National Economy; Role of ecommerce and mcommerce in promoting small business. Small Business and Modern Technology. Tax Considerations/tax benefits to MSMEs; MSME'S Exemptions.

## **GC-ECI3 PROJECT PLANNING**

Max. Marks: 100

External: 70

Internal: 30

Pass: 35%

Credits: 6

### **INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:**

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
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### **INSTRUCTIONS FOR THE CANDIDATES:**

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

### **SECTION A**

Concept of Project Planning and its Process, Project appraisal: Financial, technical, marketing and management appraisal. Developing a business proposal, contents of a business plan/project report; Project appraisal by external agencies. Business Planning. Entrepreneurial development and project planning : elements of project planning and project organization, project organization structure.

## SECTION B

Generation of business ideas; Opportunity sensing and identification; Test of feasibility of business ideas;

Funding of Start up and Entrepreneurship firms, Arrangement of funds, components of project report ,Entrepreneurial Financing and Risk , Appraisal of loans by financial institutions , Role of Commercial Banks in financing Business Entrepreneurs, Venture Capital and Entrepreneurship Institutions in India, Project control: Significance and techniques.

### **Suggested readings:**

1. Desai, Vasant (2003). Small-Scale Industries and Entrepreneurship. Himalaya Publishing House, Delhi.
2. Kaulgud, Aruna (2003). Entrepreneurship Management. Vikas Publishing House, Delhi.
3. Chandra, Ravi (2003). Entrepreneurial Success: A Psychological Study. Sterling Publication Pvt. Ltd., New Delhi.
4. . Balaraju, Theduri (2004). Entrepreneurship Development: An Analytical Study. Akansha Publishing House, Uttam Nagar, New Delhi
- . 5 Taneja, S., & Gupta, S. L. Entrepreneurship Development-New Venture creation. New Delhi: Galgotia Publishing House.
- 6 Vasper, K. H. New Venture Strategies (Revised Edition ed.). New Jersey: Prentice Brandt, S. C. Entrepreneurship: The Ten Commandments for Building a Growth company. MacMillan Business Books.
- 7 Dollinger, M. J. Entrepreneurship: Strategies and Resources. Illinois: Irwin.