

Certificate in Entrepreneurship, Creativity and Innovations in Business

Course Summary:

This certificate course (Entrepreneurship) prepares a student with the knowledge and skills required for a successful entrepreneur. The programme has been designed for those students who want to build the mindset and develop skillsets essential in dealing with and harnessing technology disruption and towards creating an innovative and scalable enterprise.

The program builds in students the capability to create business ideas, build up these ideas into service and product offerings, and then design a commercial project to take business ideas to the market.

Course Objective:

- This course provides the students with an in-depth understanding of key concepts in Entrepreneurship and innovation
- The course addresses the theories and techniques applied to business development - new business formation (measuring start-up activity, new entrepreneurs and social networks), business growth and sustainability.
- Students learn about finance and small business and development strategies designed to develop business and businesses

Course Structure:

Course Name	Credits
ENTREPRENEURSHIP, INNOVATION and CREATIVITY	6
PROJECT PLANNING	6
MANAGEMENT OF MSME	6
Total Credits	18

Course Eligibility: Any under graduate/graduate/post graduate for any recognized University

Course Duration: 6Months

Credit : 18

COURSE I – ENTREPRENEURSHIP, INNOVATION and CREATIVITY

Learning Objectives: The course aims to achieve following objectives-

1. To understand the need and importance of entrepreneur skills for economic and personal growth
2. To understand the role of entrepreneur in innovation and creativity
3. It also helps students to gain knowledge of Creativity and Entrepreneurship.

Course Content:

Unit -1 -Entrepreneurship Essentials : Concepts and Overview of Entrepreneurship, Evolution and Growth of Entrepreneurship in India, Characteristics of Entrepreneurial mind set.Role and Functions of Entrepreneurship in Economic Development.
Characteristics of Entrepreneur. Types of Entrepreneur

Unit -2 Entrepreneurship Development : Emerging Trends in Entrepreneurship Development , Entrepreneurial Potential and Potential Entrepreneur , Evaluation of Social Entrepreneurship in India Entrepreneurial Opportunities

Unit 3 Theories : Economic, Psychological ,Sociological theories of Entrepreneurship .

Unit 4 - Management and Leadership Skills

Leadership Skills - Concept, Leadership Theories - Blake and Mouton's Managerial Grid, Leadership and Management, Leadership Styles – Autocratic, The Laissez Faire, Democratic/ Participative, Bureaucratic leadership, Qualities of Leader – Leadership Ethics, Situational Leadership, Leadership and Subordinate Development, Leadership Theories- Trait Theory, Leadership-Member Exchange (LMX) Theory, Transformational Leadership, Transactional Leadership.

Management Skills - Hard Skills, Soft skills, Problem solving and building relationship, Team building, Empowering and delegating, Managerial Roles.

Unit -5- Design Thinking and Innovation- Design Thinking-Concept, Origin of Design Thinking, Features, Use of Design thinking, Applications of Design Thinking. Design Thinking vs. Scientific Method, Problem Focused vs. Solution Focused. **Design Thinking Adds Value to Innovation:** Design thinking informs human-centered innovation, Design thinking in leadership, Design Thinking and Growth Mindset, the design-thinking process for innovation.

<p>Unit -6 - Transforming Entrepreneurial Concepts a. Identify requirements of implementing an entrepreneurial concept. b. Identify actions necessary to move from implementing the concept to achieving sustainable success. Goal Setting a. Review goals set by other entrepreneurs and the impact of goal setting on entrepreneurial success. b. Applying the course content, establish individual goals to develop personal entrepreneurial skills.</p>
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<p>Unit -7 - Creativity and Entrepreneurship</p>

<p>Characteristics of Creative entrepreneur, Personal traits, Interpersonal skills, Critical thinking, Practical Skills, Business Thinking vs Creative Thinking, Creative Process – Preparation, Thinking outside the box, Incubation, Illumination, Verification, Critical Thinking.</p>

References:

1. John Kotter, Leading Change: An Action Plan from The World's Foremost Expert on Business Leadership, Macmillan Audio
2. William Bridges, Managing Transitions: Making the Most of Change, Da Capo Lifelong Books;
3. Kevin Ashton, How to Fly a Horse: The Secret History of Creation, Invention, and Discovery, Anchor
4. Austin Klein, Steal Like an Artist: 10 Things Nobody Told You About Being Creative, Adams Media

COURSE II - PROJECT PLANNING

Learning Objectives: The course aims to achieve following objectives-

1. This course focuses on project planning techniques, principles and execution methods to create projects that can be run more effectively and efficiently.
2. Whether it's for projects at work or in daily life, you'll discover the language and frameworks for scoping projects, sequencing activities, utilising resources, and minimising risks.
3. Understanding project execution and role of evaluation and monitoring.

Course Content:

Unit I – Introduction: Definition of a Project, Why Project Management, The Project Life Cycle: Key stages in the project life-cycle and the features of each, Reasons why projects fail and how to measure success.
Unit 2- Strategic Management and Project Selection: Strategic Management and Project Selection, Functions, Roles and Responsibilities of a Project Manager, Delegation of Authority, Building Project Team.
Unit 3 Generation and Screening of Project ideas – Generation and Screening of Project ideas, Tools that can help us identify what should be included in a project.
Unit 4 : Sequencing project tasks: : Sequencing project tasks and the nature of dependencies among project activities. Determine a project's duration and critical path. Schedule a project and making changes to a plan
Unit 5 - Market and Demand Analysis: Situational Analysis, Conduct of Market Survey, Demand and Forecasting,
Unit 6 : Technical Analysis, Social Cost Benefit Analysis, Rationale for SBCA, UNIDO Approach, Saving Impact and its Values, Little Merles Approach.
Unit 7- Financial Estimates and Projections– Cost of a Project, Means of Finance, Estimates of Sales and Production, Working Capital Requirement, Cost of Capital, Projected Cash Flow Statement, Projected Balance Sheet, Financing of a Project, Equity, Debentures, Term Loans, etc.

References:

1. Chowdhary, S. (1988), Project Management, New Delhi: Tata McGraw Hill.
2. Gahlot, R. (1993), Project Implementation, Monitoring and Evaluation, Chandigarh;

3. Commonwealth Youth Programme, Asia Centre.

COURSE III - MANAGEMENT OF MSME

Learning Objectives: The course aims to achieve following objectives-

1. The Course is designed to meet the needs of entrepreneurs in the MSME sector.
2. The course is helpful in acquiring knowledge to run their businesses professionally, and profitably.
3. The Course helps to develop, and understand the MSME management.
4. It also exposes the students to concepts and processes of entrepreneurship, starting an enterprise & its professional management.
5. It helps the students in knowing modern concepts, policies, Schemes and understanding of MSME sector management.

Course Content:

Unit-I: Introduction: Introduction for Small and Medium Entrepreneurship (SME): Concept and Definition, Role of Business in the modern Indian Economy SMEs in India, Employment and export opportunities in MSMEs.
Unit 2: Issues and challenges: Issues and challenges of MSMEs, MSME Registration Procedures, Steps involved in setting up MSMEs, Performance ,Role & Importance of MSMEs in India
Unit-3. Setting of SMEs': Identifying the Business opportunity, Business opportunities in various sectors, formalities for setting up an enterprise - Location of Enterprise – steps in setting up an enterprise – Environmental aspects in setting up, Incentives and subsidies, Rural entrepreneurship – Women entrepreneurship.
Unit – 4 Management of MSME: Management of Product Line; Communication with clients – Credit Monitoring System – Management of NPAs – Restructuring, Revival and Rehabilitation of MSME, Problems of entrepreneurs – sickness in SMI – Reasons and remedies — Evaluating entrepreneurial performance
Unit 5: POLICY INITIATIVES FOR MSMEs ASPIRE- A Scheme for Promotion of Innovation, Rural Industry & Entrepreneurship The MSME Development Act, 2006 The MSME Development Act (Amendment) Bill, 2015 E-Governance Initiatives/ Digital Initiatives
Unit –6: Institutions supporting MSME's:. Forms of Financial support, Long term and Short-term financial support, Sources of Financial support, Development Financial Institutions
Unit 7 Issues and challenges: Issues and challenges Central level institutions, State level institutions, Other agencies, Commercial Bank -Appraisal of Bank for loans. Institutional aids for entrepreneurship development – Role of DST, SIDCO, NSIC, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance bureaus.



References:

1. Paul Burns and Jim Dew Hunt, Small Business Entrepreneurship, Palgrave Macmillan publishers, 2010.
2. Suman Kalyan Chaudhury, Micro Small and Medium Enterprises in India Hardcover, Raj Publications, 2013.
3. Aneet Monika Agarwal, Small and medium enterprises in transitional economies, challenges and opportunities, DEEP and DEEP Publications.
4. S.S. Khanka, Entrepreneurial Development, S. Chand, 2017
5. Norman H Scarborough, Jeffrey R. Cornwall, Essentials of Entrepreneurship and Small Business Management, Pearson, 2017.