

BHARATHIAR UNIVERSITY : COIMBATORE-46
Post Graduate Diploma in Entrepreneurship Development
[Part-time Regular]
(For the students admitted from the academic year 2013-2014 onwards)

1. Eligibility for Admission to the Course

A candidate who has passed any degree subject of study of this University or an examination of any other University accepted by the syndicate as equivalent thereto shall be eligible for admission to the Post Graduate Diploma in Entrepreneurship Development [Part-time].

2. Duration of the Course

This Course of Study shall be based on Semester System. This Course shall consist of four Semesters covering a total of two Academic Years. For this purpose, each Academic Year shall be divided into two Semesters; the first and third Semesters July to November and the second and the fourth Semesters December to April.

3. Course of Study

The Course of the Post Graduate Diploma in Entrepreneurship Development [Part-time] shall be under the Semester System according to the Syllabus to be prescribed from time to time.

4. The Medium of Instruction and Examinations

The medium of instruction and Examinations shall be in English.

5. Submission of Internship Viva-Voce Examinations

- Students have to undergo internship training in MSMEs for 15 days
- They have to submit an internship report within 15 days of internship training
- There will be a Viva Voce Examination after 15 days and within 30 days of Internship training.

Scheme of Examinations and Syllabi for PGDED [Part Time]
With effect from the Academic Year 2013 – 2014

Sem	Paper	Subject	Exam Duration	Max Marks
I	1	Principals of Management & Business Organisation	3Hrs.	100
	2	Entrepreneurship and Management of MSMEs	3Hrs.	100
II	3	Entrepreneurial Business Environment	3Hrs.	100
	4	Product Management	3Hrs.	100
III	5	Entrepreneurship and Innovations	3Hrs.	100
	6	Business Plan & Ethics	3Hrs.	100
IV	7	Project Management	3Hrs.	100
	8	Internship Report and Viva-Voce	3Hrs.	100
			Total	800

I Semester**Principles of Management and Business Organisation****Unit 1-**

Definition of Management – Management and Administration – Nature and Scope of Management – Functions of Management – Contribution of F W Taylor – Henry Fayol and Peter F Drucker – Planning – Meaning – Nature and Importance of Planning types of plans – Decision Making.

Unit 2-

Organisation – Nature and Importance – Process of Organisation – Span of Control – Departmentation – Delegation and Centralisation.

Unit 3-

Directing – Importance – Motivation – Leadership – Communication in Management – Coordination – Need and Techniques – Control – Nature and Process of Control – techniques of Control.

Unit 4-

Nature and Scope of Business – Forms of Business Organisation – Sole Trader – Partnership Firms – Companies and Cooperative Societies – Public Enterprise – Location of Business – Factors Influencing Location – Localisation of Industries.

Unit 5-

Sources of Finance – shares – Debentures Public Deposits – Bank Credit and Trade Credit – Relative Merits and Demerits.

Stock Exchange – Functions – Procedure of Trading – Functions of SEBI – DEMAT of Share – Trade Association – Chamber of Commerce.

References Books:

1. Principles of Management – Koontz and O'Donal
2. Business Management – Dinkar Pagare
3. Business Organisation and Management – Y K Bhushan
4. Business Organisation and Management – Shukla
5. Business Organisation and Management – B P Singh and Chopra.

Subject Title : ENTREPRENEURSHIP & MANAGEMENT Of MSMEs

Course Number:

Number of Credit Hours: 3(Three)

Subject Description :

This course presents the concepts, characteristics and role of the entrepreneur and the basics of project finance and issues related to setting small business.

Objective

To enable the students to develop the achievement motivation and to develop entrepreneurial competency.

UNIT I

Entrepreneur - meaning - importance - Qualities, nature types, traits, culture, Similarities and differences between entrepreneur and entrepreneurship. Entrepreneurship and economic development - its importance - Role of entrepreneurship - entrepreneurial - environment.

UNIT II

Evolution of entrepreneurs - entrepreneurial promotion: Training and developing motivation: factors - mobility of entrepreneurs - entrepreneurial change - occupational mobility - factors in mobility - Role of consultancy organizations in promoting entrepreneurs - Forms of business for - entrepreneurs.

UNIT III

Small Business : Concept & Definition, Role of Small Business in the modern Indian Economy, Small entrepreneur in International business; Steps for starting a small industry, registration as SSI, Role of SIDBI; advantages and problems of SSIs; Institutional Support mechanism in India; Incentives & Facilities, Govt. Policies for SSIs

UNIT IV

Setting MSMEs' - location of enterprise - steps in setting - Problems of entrepreneurs - Sickness in small industries - reasons and remedies - Incentives and subsidies - Evaluating entrepreneurial performance - Rural entrepreneurship - Women Entrepreneurship.

UNIT V

Project finance: Sources of finance – Institutional finance - Role of IFC, IDBI, ICICI, LIC, SFC, SIPCOT, and Commercial Bank - Appraisal of bank for loans. Institutional aids for entrepreneurship development - Role of DST, DICS, SIDCO, NSICS, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance bureau - Approaching Institutions for assistance.

* **Practical Assignment** : Meeting the entrepreneurs, interviewing them and making a presentation.

REFERENCE

1. Vasanth Desai “Dynamics of Entrepreneurial Development and Management” Himalaya Publishing House.
2. N.P.Srinivasan & G.P. Gupta “Entrepreneurial Development” Sultanchand & Sons.
3. P.Saravanavelu “Entrepreneurship Development” Eskapee publications.
4. S.S.Khanka “Entrepreneurial Development” S.Chand & Company Ltd.,
5. Satish Taneja, Entrepreneur Development ; New Venture Creation.

II Semester**ENTREPRENEURIAL BUSINESS ENVIRONMENT****Course Code:****Total Hours: 52****No of Credits: 4**

***Objective:** The course helps the student to understand the meaning, nature and the existing business environment available for students who desire to take entrepreneurship in their life. It also helps to build necessary competencies, support services, the know-how and skills in various functional areas of management.*

Unit – I: Introduction to Entrepreneurship: Entrepreneur and Entrepreneurship – Entrepreneurship as a Career – Roles and Functions of an Entrepreneur – Innovation, Risk and Uncertainty – An Imitating Entrepreneur – Small Business – Types - Role, Problems and Challenges of a Small Business – Entrepreneurial Competencies, Motivation, Performance and Rewards – Opportunities in Entrepreneurship and Idea Generation – Feasibility Analysis and Creation of Business Plan.

Unit – II: Constitutional Support and Framework for Entrepreneurship: Institutions – All India, State Level, and Fund-Based – Supporting Policies of Entrepreneurship – Industrial Policy – Fiscal Incentives – Measures for Promotion and Development of Entrepreneurs.

Unit – III: Production, Quality and Growth: Managerial Roles in Entrepreneurship – Plant Location, Layout – Types and Factors influencing Layout – Production Management – Manufacturing Process – Production Planning and Control – Quality Control and Productivity – Growth Strategies for Entrepreneurs.

Unit – IV: Accounting and Finance for Entrepreneurs: Basics of Book Keeping – Double Entry – Journal – Ledger – Trial Balance – Cash Book, Pass Book and Bank Reconciliation Statement – Profit Ascertainment and Analysis of Financial Statements – Lease Financing, Hire-Purchase and Factoring (Business Finance).

Unit – V: Marketing Environment for Entrepreneurs: Basic Concepts of Marketing – Research, Segmentation, and Strategies – Product Life Cycle – Problems and Challenges of Small Scale Units – Promotion – Factors – Advertising – Personal Selling.

Reference Books:

1. Brandt, Steven C., The 10 Commandments for Building a Growth Company, Third Edition, Macmillan Business Books, Delhi, 1977
2. Bhide, Amar V., The Origin and Evolution of New Business, Oxford University Press, New York, 2000.
3. Dollinger M.J., 'Entrepreneurship strategies and Resources', 3rd edition, Pearson Education, New Delhi 2006.
4. Desai, Vasant Dr. (2004) Management of small scale enterprises New Delhi: Himalaya Publishing House,
5. Taneja, Gupta, Entrepreneur Development New Venture Creation,: 2nd ed. Galgotia Publishing Company

6. Holt, David H., Entrepreneurship: Strategies and Resources, Illinois, Irwin, 1955.
7. Panda, Shiba Charan, Entrepreneurship Development, New Delhi, Anmol Publications.
8. Patel, V.G., The Seven Business Crises and How to Beat Them, Tata-Mcgraw, New Delhi, 1995.
9. SIDBI Report and Small Scale Industries Sector [latest edition]
10. Verma, J.C., and Gurpal Singh, Small Business and Industry-A Handbook for Entrepreneurs, Sage, New Delhi, 2002
11. Vesper, Karl H., New Venture Strategies, [Revised Edition], New Jersey, Prentice Hall, 1990

Subject Title : PRODUCT MANAGEMENT

Subject Description : This course presents the concept, characteristics, salient features of Product Management and related issues to be understood by future Entrepreneurs.

Objective : To enable the students to understand and implement the product management process and enhance their product development and launch strategy skills. Impart knowledge on how to develop products & brands and manage them.

UNIT I

Product – Concept - Product classification - New product Development – Elements and Process – Product Life Cycle – Stages & Strategies - Product Positioning – Concepts & Strategies – Designs & Prototyping - New Product Launch – Test marketing – Product Mix & Product Line.

UNIT II

Pricing Strategies – Importance & Objectives – Pricing Methods - Pricing under various markets – Product Costing – Trade margins – Price Term such as Ex Factory, Ex Market, FOB, FOR, C&F, CIF etc – Quotation and order confirmation – Taxes and Duties.

UNIT III

Market and Product Research – Market Segmentation – Marketing Mix – Marketing Plan – Channels of Distribution – Advertising & Sales Promotion – Introduction to Sales Forecasting Techniques.

UNIT IV

Branding – Definition & Elements – Understanding Brands and its significance – Evolution of branding over period of time - Building Brand Strategy- Brand Value & Brand Equity – Product Vs Brands – Brand Attributes – Brand Extension – Brands and sub brands – Corporate Brands - Brand Identity Vs Brand Awareness – Brand Perception & Positioning - Branding - Challenges and Opportunities – Celebrity endorsements.

UNIT V

Packaging & its importance – Packing and Packaging - Packaging Materials – Types and advantages - Packaging Designs – Concepts and Elements - Software used for Package designing – Labelling and statutory requirements - Modern trend in Packaging.

References

1. Urban, Hauser, and Dholakia, N. *Essentials of New Product Management*
2. U.C. Mathur, *Product management*

III Semester**Subject Title : ENTREPRENEURSHIP AND INNOVATIONS**

Course Number:

No. of Credit Hours : 3 (Three)

Subject Description

The course presents the various aspects of entrepreneurship, invention and importance of innovation in business management and expansion.

Objective

To enable the students to learn the various aspects of innovation and methods of fostering Innovation

UNIT I

Innovation in business – the big picture –The IQ – Innovation Quotient – Stepping off the cliff – Establishing environments for creativity - Cycling worlds – Creating the climate – Taking risks, failing and being OK.

UNIT II

Working in an environment for creativity – The death of the chairperson – Listening: for ideas and to the meeting in your head – Speaking for easy listening – Questioning... the wisdom? – The destructive nature of questions – Hiding ideas behind questions – Discounting and revenge cycles – itemized response.

UNIT III

The Creative Problem – solving Structure - Planning - Task analysis – Springboards – Speculative thinking exercise – Imaging, metaphor, analogy and excursion – Journey into absurdity – Selection of springboards – Idea development – Developmental thinking exercise – Next steps – Learning from actual experience.

UNIT IV

Invention and Innovation – The Breakthrough Dilemmas – Invention : Seeing Differently – Innovation: The Long Road – Fostering Invention – Mentoring and Apprenticeship – Fostering Innovation –Innovative Research Groups – Obstacles to Radical Innovation – Cultures of Innovation – Innovation at the Crossroads.

UNIT V

Innovation and the Market – Assessing the Risk - The Innovation Process – Where Are We Now ? – The Diagnosis – The Consultation Group – Selecting a Strategy – Preparing the Organisation – Setting up the Investment. Evaluating the Costs of the Project – Evaluating the Impact of the Project - Innovation is a State of Mind – Technology Watch – Acquiring Technological Innovation – Intellectual Property.

REFERENCE

1. Bellon Whittington “Competing through Innovation” , Prentice
2. Peter F. Drucker, Innovation and Entrepreneurship
3. Michael H. Morris, Donald F. Kuratko, and Jeffery G Covin, Corporate Entrepreneurship & Innovation
4. Robin Lowe and Sue Marriott, Enterprise: Entrepreneurship and Innovation: Concepts, Contexts and Commercialization
5. John Bessant and Joe Tidd, Innovation and Entrepreneurship9. Maylor, Project Management

Subject Title : BUSINESS PLAN AND ETHICS

Course Number:

No. of Credit Hours : 3 (Three)

Subject Description

The course presents the various aspects of Business Plans and importance ethics while making business decisions.

Objective

To disseminate the knowledge regarding Business Plans and the relevance of Ethics while taking business decisions.

UNIT - I

Business Plan - Meaning- The why of business plan - Basic parameters - Timing of decision undertaken Project parameters - the common considerations - Factors of successful business -capital management- financial control -anticipating change and adaptability.

UNIT – II

Business plan process - sources of information - Internet, government sources and statistics - offline research resources - library - SBDC'S -Trade and industries associations - sources of market research - evaluating data- benefits of market study -coverage of market study - information sources.

UNIT - III

Business Plan components - The Executive Summary - company description - Industry analysis and trends - Target market - Competition - strategic position and risk assessment - Marketing plan and sales strategy - operations - Technology plan -management and organization

UNIT - IV

Business ethics - Definition and importance. Benefits of business ethics. Emerging ethical issues in business. Ethics as a dimension of social responsibility.

UNIT - V

The ethical decision making process - understanding ethical decision making and corporate governance. Individual factors, organizational factors. Implementing and auditing ethics programs. Business ethics in a global economy.

REFERENCE

1. Business ethics - Ethical decision making and cases. O.C.Ferrell John Paul 23.
2. Fraedrich, Linda Ferrell. 6th edition, Published by Biztantra.
3. Business ethics - William H. Shaw 4th edition Published by Thomson Wadsworth
4. Rhonda Abrams " The Successful business Plan Secret \$ Strategies " prentice
5. Rhonda Abrams " The business plan in a day " Prentice.
6. Business plan preparation - Entrepreneurship Development Institute of India

IV Semester**Subject Title : PROJECT MANAGEMENT**

Course Number:

No. of Credit Hours : 3 (Three)

Subject Description

The course presents the various aspects of Project Management and various stages in the Project Management Process.

Objective

To disseminate the knowledge regarding project-planning, project-financing and project-implementation.

UNIT I

Project management – Concept of a Project – Categories of Project - Project life cycle- Definition of project management - The project as a conversion Process - project environment - complexity of projects - the relationship between project Management and line management - current issues in project management- system approach to project management - Roles and responsibilities of project manager.

UNIT II

Project planning - project planning as a value adding activity - process of project planning - managing the planning process - communicating project plans - dealing with increased complexity through network diagrams - Analyzing the network- Critical Path Analysis - Activity on Nodes diagramming- Dealing with the uncertainty Programme Evaluation and Review Technique- Computerized Project Management - planning with standards.

UNIT III

Project financing and development banks - Development banking and western world - debt Equity ratio-Equity and Preference Share Capital- Internal Generation of Funds- Leasing Financing - Public sector bonds-Debentures- Assistance from International financial- Short Ten Rupee Funds for Working capital- All India Development Corporation- Specialized Institution - Investment Institution - means of financing - project financing package - procuring funds.

UNIT IV

Project implementation - stages - Bottlenecks in project implementation -Guidelines for effective implementation - Management techniques for project management - project monitoring - essentials - roles - tools and techniques Project management performance performance indicators performance improvement - project management environment - management reporting - report designing - project evaluation - project review.

UNIT V

Project feasibility study- Market Feasibility- Technical Feasibility-Financial FeasibilityEconomic Feasibility-Critical Success factors- Demand forecasting techniques.

REFERENCE

1. Project Management - Harvey Maylor - Macmillan India Ltd.
2. Project Management - S. Choudhury - Tata McGraw Hill publishing
3. Project Management Principles & Techniques - B.B. Goel- Deep & Deep publications
4. Project Planning, Analysis, Selection, implementation and Review – Prasanna Chandra - Tata McGraw Hill Publishing Company Ltd
5. Project Management A systems Approach to Planning Scheduling and Controlling- Harold Kerzner, CBs Publishers & Distributors, New Delhi.
6. Project Management Strategic Financial Planning Evaluation and Control Bhavesh M Patel- Vikas Publishing House Pvt Ltd., Delhi
7. Total Project Management-P.K Joy-Macmillan India Ltd.

Internship Report & Viva Voce