

Curriculum

Unit – 1 All About Entrepreneurship

Chapter No	Content
1	<ul style="list-style-type: none">• What is Entrepreneurship and who is an Entrepreneur?• Main characteristics and traits an Entrepreneur has or should have:<ul style="list-style-type: none">• Motivation• Risk-taking• Innovation
2	<ul style="list-style-type: none">• Entrepreneurial Persons• Entrepreneurial Communities• Entrepreneurial Process
3	<ul style="list-style-type: none">• Entrepreneurship and Economic Development• What does the Entrepreneur do?• Productivity• Job Creation• Transfer of Technology• Entrepreneurial Firms• Advantages of Small & Medium Enterprises• The Indian SME Sector
4	<ul style="list-style-type: none">• Entrepreneurship and the Environment• Societal Factors• Women, as Entrepreneurs• Education• Government Policies• Economic Infrastructure and Societal Overheads• Changes Taking Place

Unit – 2 Information on Support System

Chapter No	Content
1	<ul style="list-style-type: none"> • Business terms
2	<ul style="list-style-type: none"> • Small Scale Sector-The vibrant sector of the Indian economy • Small Scale Sector significantly contributes to exports • What is a Small Scale Unit? • Value of Plant & Machinery • Concessions and Facilities
3	<ul style="list-style-type: none"> • Steps in planning a new Enterprise • Government Formalities and Procedures
4	<ul style="list-style-type: none"> • Proprietorship • Partnership Deed • Company • Selection of an Appropriate Form of Ownership Structure
5	<ul style="list-style-type: none"> • Search for Location: Reasons • Selection Criteria • Information Sources • Location/Site Selection: Common Errors
6	<ul style="list-style-type: none"> • Types of Finances required • Sources of raising Finance • Institutions providing Finance • Small Industries Development Bank of India (SIDBI) • Some relevant schemes of SIDBI
7	<ul style="list-style-type: none"> • Institutional Network • Other Agencies
8	<ul style="list-style-type: none"> • Information related to Project • Information related to Support System • Information related to Procedures and Formalities

Unit – 3 Business Opportunity Identification

Chapter No	Content
1	<ul style="list-style-type: none"> • Multiple Options • Industry and Service Enterprise • Sub-sectors in Industry • Ideas for Industry • Government and Industry/Service Enterprise • Forms of Organisation
2	<ul style="list-style-type: none"> • The Million Dollar Question • Look at yourself • Your Cup of Tea: The Clues
3	<ul style="list-style-type: none"> • Springboard for business ideas • The Bountiful Nature
4	<ul style="list-style-type: none"> • Existing /Expected Enterprise and Business Ideas • Some Important considerations
5	<ul style="list-style-type: none"> • Ideas from the Marketplace
6	<ul style="list-style-type: none"> • Government Policies and Your Business • Keeping abreast of Policies, Economy & Your Business
7	<ul style="list-style-type: none"> • Information Indispensability • Getting Information from concerned actors: Basic guidelines Information on Business Ideas
8	<ul style="list-style-type: none"> • Idea to Details: • The Compulsory Journal
9	<ul style="list-style-type: none"> • Pool the Information • Business Plan: Beyond Viability
10	<ul style="list-style-type: none"> • The Final Decision • Common Errors
11	<ul style="list-style-type: none"> • Idea Path • Idea-search: A Long Journey
12	<ul style="list-style-type: none"> • Mahesh and Business Ideas • Kamal Gupta: Engineering Ideas • Pawan Ahuja: Food for thought • Shyam Lakhani: Search for fresh pastures

Unit – 4 Market Assessment

Chapter No	Content
1	<ul style="list-style-type: none"> • Introduction • What is Marketing? • Relevance of Marketing • Selling and Marketing • Marketing Mix • Value Chain Concept
2	<ul style="list-style-type: none"> • Introduction • Mass Marketing • What is Market Segmentation? • Ways of segmenting a market? • What is Market Targeting? • Market Positioning
3	<ul style="list-style-type: none"> • Introduction • Why Marketing Research • Benefits of Marketing Research • Steps in Marketing Research • Information Requirements of Marketing Research
4	<ul style="list-style-type: none"> • Introduction • What is market demand? • Market Demand : a five dimensional concept • Uses of demand Estimates • Components of demand estimate • Method of estimating Current Demand
5	<ul style="list-style-type: none"> • Introduction • Secondary data : Advantages & Disadvantages • Approaches for collecting secondary data • Primary data : advantage & disadvantage • Techniques for collecting primary data • Factors affecting the selection of data collection method • Which method should one select • Approaches for collecting primary information through questionnaire
6	<ul style="list-style-type: none"> • Introduction • What is sampling • Different sampling procedure • Questionnaire Design • A sample questionnaire • Key Component of Market Survey • Problem in Market Survey
7	<ul style="list-style-type: none"> • Introduction • Deciding Product Strategy • Product Life Cycle • Deciding Pricing Prices

	<ul style="list-style-type: none"> • Channels of Distribution • Developing an effective Promotion Strategy • Importance of Packaging • How to do Branding?
8	<ul style="list-style-type: none"> • Demand measurement • Methods of estimating Future demand • Example • Errors and Precautions • Recaptulate
9	<ul style="list-style-type: none"> • Introduction • What is Rural Marketing? • How it is relevant for an Entrepreneur • Things need to be considered in Rural Marketing • How to develop an effective Rural Marketing Mix Strategy?

Unit – 5 Entrepreneurial Motivation

No	Chapter
I	‘Entrepreneurship’ as a Career
II	Entrepreneurs’ Profile
III	Entrepreneurial Motivation
IV	Making of an Entrepreneur Part 1 : Understanding Self
V	Making of an Entrepreneur Part 2 : Emotional Intelligence (EI)
VI	Making of an Entrepreneur Part 3 : Team Building and Leadership
VII	Making of an Entrepreneur Part 4 : Goal Setting
VIII	Systematic Planning
IX	Overcoming Failures
X	Personal Assessment Worksheet
XI	Self Rating Questionnaire (SRQ)
	Additional Reading
	Endnotes

Unit – 6 Business Plan Preparations

Chapter No.	CONTENTS
1.	Business Plan Preparation – <ul style="list-style-type: none"> • Starting a business • What is a business plan? • Set your goals • Review your business plan • Why businesses fail? • How to succeed? • The Do's and Don'ts
2.	Business Plan Essentials – <ul style="list-style-type: none"> • Preparing a business plan • Business plan outline
3.	Formulate (and Reformulate) Business Plan
4.	Promoters, Constitution and Statutory Compliances – <ul style="list-style-type: none"> • Promoters • Constitution • Statutory compliances
5.	Industry Analysis
6.	Demand Analysis, Marketing Plan and Product Mix – <ul style="list-style-type: none"> • Demand Analysis Need and importance Market demand – six element concept Market survey Test marketing Errors & precautions • Marketing Plan Current situation Opportunity and issue analysis Objectives Marketing strategy • Product Mix
7.	Assessment of Technical Feasibility – <ul style="list-style-type: none"> • Need and importance • Typical coverage

8.	Cost of Project and Means of Financing – <ul style="list-style-type: none"> • Cost of project • Means of financing
9.	Assessment of Financial Viability – <ul style="list-style-type: none"> • Financial Forecasts • Projections of performance and profitability • Projected cash flow statement • Debt Service Coverage Ratio • Break Even Point • Profitability Ratios • Sensitivity Analysis
10.	Implementation Schedule
11.	Growth and Exit Strategy – <ul style="list-style-type: none"> • Growth strategy • Exit strategy
12.	Enclosures
	References & Recommended Readings

Unit – 7 Small Business Management - I

Chapter No	Content
1	<ul style="list-style-type: none"> • You must Possess Managerial Skills • You have to be an Entrepreneurial Manager • Distinction between Manager and Entrepreneur • Your Business has Special Features
2	<ul style="list-style-type: none"> • Managerial Tasks • Managerial Skills • Managerial Functions • Organisational Structure
3	<ul style="list-style-type: none"> • Be sensitive to the Environment • How to be Aware of Change • How to Manage Change
4	<ul style="list-style-type: none"> • Planning is Essential for Success • The Plan Provides Focus and Direction to Your Business • The Plan Indicates How to Remain Competitive • The Plan Insures Your Growth • It Pays to Remember
5	<ul style="list-style-type: none"> • How and Why does Starting Crisis Occur • How to Avoid the Starting Crisis
6	<ul style="list-style-type: none"> • How and Why Cash Crisis Occurs • How to Avoid the Cash Crisis • Two Categories of Cash
7	<ul style="list-style-type: none"> • How and Why Delegation Crisis Occurs • How to Avoid Delegation Crisis
8	<ul style="list-style-type: none"> • How and Why Leadership Crisis Occurs • How to Avoid the Leadership Crisis
9	<ul style="list-style-type: none"> • How and Why Finance Crisis Occurs • Sources of Finance • How to Avoid Finance Crisis
10	<ul style="list-style-type: none"> • What is Communication • Communication Process • When does Miscommunication occur • Meta-Verbal Communication • Developing Communication Skills • Importance of Communication Skills
11	<ul style="list-style-type: none"> • Ten Steps to Successful Negotiation
12	<ul style="list-style-type: none"> • Build a Problem Solving Attitude • Recognise the Problem and its Seriousness • Specify and Understand the Problem • Formulate Possible Causes • Test the Possible Causes

	<ul style="list-style-type: none">• Develop Alternative Solutions• Establish Objectives• Compare
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Unit – 8 Small Business Management - II

Chapter No	Content
1	<ul style="list-style-type: none">• Production Management in Small Scale Business• Inventory Control in Small Business
2	<ul style="list-style-type: none">• What is Quality• Management Aspects of Quality
3	<ul style="list-style-type: none">• Why Must You Manage Time• Key to Time Management: Planning• Resolving Goal Conflicts• Principles of Time Management
4	<ul style="list-style-type: none">• What are Basic Values• Values Touch Every Aspect of Business• Values are Good for Everybody
5	<ul style="list-style-type: none">• Planning for Manpower• Personnel Selection
6	<ul style="list-style-type: none">• Work Motivation• Job Satisfaction• Supervision• Performance Appraisal• Training and Development
7	<ul style="list-style-type: none">• What is Self Management• Self Management and Small Entrepreneur

Unit – 9 Small Business Management - III

Chapter No	Content
1	<ul style="list-style-type: none"> • Pricing • Pricing Policies
2	<ul style="list-style-type: none"> • Product Types • Life Cycle of a Product • Developing a New Design
3	<ul style="list-style-type: none"> • Channels of Distribution • Expenditure for Establishing a Distribution System
4	<ul style="list-style-type: none"> • Promotion • Advertising
5	<ul style="list-style-type: none"> • Selling • How to Handle Competition • Objections and How to Handle Them • Closing a Sale • Dos and Donts of Selling
6	<ul style="list-style-type: none"> • Practical Hints for better Business • Small Scale Business • Marketing for Small Business • Marketing Rural Products in Urban Areas • Effective Marketing Management
7	<ul style="list-style-type: none"> • What is Financial Management • What is Financial Planning • What is Financial Control • Financial Functions of a Manager <ul style="list-style-type: none"> ○ Manager and Routine • Job Demand of a Finance Manager <ul style="list-style-type: none"> ○ Raising of Funds ○ Allocation of Fudns ○ Profit Planning
8	<ul style="list-style-type: none"> • The role of An Accountants • The Decision Makers • Types of Accounting • The Accountancy profession
9	<ul style="list-style-type: none"> • Principal Financial Statement • Balance Sheet • Profit and Loss Account • Double Entry Book-Keeping • Trial Balance
10	<ul style="list-style-type: none"> • Profit and Loss Account • Balance Sheet • Adjustment to Trial Balance • Depreciation Adjustment • Accruals Adjustment

	<ul style="list-style-type: none"> • Repayment Adjustment • A Comprehensive Example
11	<ul style="list-style-type: none"> • Interpretation of Financial Statements • What is Liquidity • Current Ratio • Profitability Ratio • Inventory Turnover Ratio • Debtors Turnover Ratio • Return on Investment Ratio (ROI)
12	<ul style="list-style-type: none"> • Funds Flow Analysis • Sources and Uses of Funds • Objectives of Funds Flow Statement • Funds Flow Statement from the Balance Sheet • Inferences
13	<ul style="list-style-type: none"> • Definition of Cost • Technique of Classification • Overheads Absorption Method • Standard Costing
14	<ul style="list-style-type: none"> • Pricing Methods • Marginal Costing • Price Discrimination & Differential Selling
15	<ul style="list-style-type: none"> • Working Capital Assessment • Basis of Assessing Working Capital • Estimation of Sales
16	<ul style="list-style-type: none"> • What is an Operating Cycle? • What is Working Capital? • Current liabilities as Working Capital Source. • Net Working Capital
17	<ul style="list-style-type: none"> • Fund-Based Facility • How is Cash Credit Determined • Loan Applications for Cash Credit and Term Loan • Margin of Safety • Debt Service Coverage Ratio • Disbursement Formalities for Cash Credit & Term Loan
18	<ul style="list-style-type: none"> • Primary Security • Collateral Security • Acceptability of Assets as Security • Types of Charges • Pledge • Hypothecation • Mortgage • Common Loan Documents

Unit – 10 Statutory Requirements

Chapter No	Content
1	<ul style="list-style-type: none">• The Factories Act, 1948• The Industrial Disputes Act, 1947
2	<ul style="list-style-type: none">• Wage Legislation
3	<ul style="list-style-type: none">• The Indian Contract Act• The Indian Negotiable Instruments Act• The Indian Sale of Goods Act• The Indian Partnership Act
4	<ul style="list-style-type: none">• Social Legislation• Trade & merchandise marks Act
5	<ul style="list-style-type: none">• Central-Excise• Sales Tax• The Income Tax Act
6	<ul style="list-style-type: none">• Pollution Control Act• Indian Boiler Act• Explosive License Act• Drugs and Cosmetics Manufacturing License

Unit – 11 Study Material on Current Business Aspects

Chapter No	Content
1	<ul style="list-style-type: none"> • What is Business Ethics • Business Ethics Levels • Understanding Business Ethics • Stakeholders in business and Stakeholder Analysis • Developing Specific Strategies and Tactics • Case on Business Ethics
2	<ul style="list-style-type: none"> • Export Environment • Export Procedures & Formalities • Export Documentation • Export Promotion Councils and other Export Organisations
3	<ul style="list-style-type: none"> • What is Venture Capital • Activities involved in Venture Capital Financing • Sources of Venture Capital • Indian Experience • Venture Capital Companies and Institutions • Conclusion • Answers to Questions about Venture Capital
4	<ul style="list-style-type: none"> • What is Franchise • Major Factors influencing franchising • Location of franchise • Advantages and Disadvantages of franchising • Responsibilities of a franchisor and a franchisee • Franchise Tips
5	<ul style="list-style-type: none"> • Concept of TQM • Importance of TQM for Small Entrepreneurs • Benefits of TQM • Concept for applying TQM • Improvement process in TQM • TQM Implementation • Issues in TQM
6	<ul style="list-style-type: none"> • Part I • Intellectual Property Rights (IPR) • Understanding Patents • Science & Technology in India and IPR • Patenting in India • Building IPR Management in Project working • Amendment to Patent Law • Part II • What is GATT

	<ul style="list-style-type: none"> • The Uruguay Round • Effect of GATT on SMEs • Positive Implications
7	<ul style="list-style-type: none"> • Barriers to planning in Small Business • Strategies Planning Approach <ul style="list-style-type: none"> - Analysis Phase - Action Phase • Environmental Analysis and Internal Analysis • Distinctive Competencies and Competitive Weaknesses • Mission and Strategies Posture • Strategic Plan Preparation
8	<ul style="list-style-type: none"> • What is Information Technology • Computer Technology • Communication Technology • Applications of IT • E-Commerce • Advantages of IT • Relevance of Information Systems for Small Entrepreneurs
9	<ul style="list-style-type: none"> • Various Types of Pollution <ul style="list-style-type: none"> - Water (Act 1974) - Air (1981) • Powers & Function of <ul style="list-style-type: none"> - Pollution Boards - Central Board - State Board • Prevention and Control of Water Pollution • Measure for Prevention & Control of Air Pollution • Restriction on Use of certain Industrial Plants • Environment (Protection) Act, 1986 • Environment Clearances and Location of Industries
10	<ul style="list-style-type: none"> • Importance of Service Sector • Characteristics of Services • Developing a Service • Difference between marketing of goods and Services • Marketing mix and Strategies • Selling of Services