

RAYAT SHIKSHAN SANSTHA'S
MAHATMA PHULE ARTS, SCIENCE, AND COMMERCE COLLEGE,
PANVEL, DIST. RAIGAD-410206

SHORT TERM COURSE

- **Name of Course: - Certificate Course in Entrepreneurship and Small Industries Management**
- **Name of the Department : Economics**
- **Course Duration : 03 Months**
- **Course Co-ordinator : Mr. Riyaj Shaikh**

SYLLABUS

❖ **Introduction:-**

Entrepreneurship is an integral part of the country from the point of the view of Economic Development. It is a dynamic process of creating incremental wealth and innovating things of value that have a bearing on the welfare of an entrepreneur. Every business, large or small, must be entrepreneurial just to survive. Innovative thinking has replaced "do it our way" as the rallying cry of the corporation. Students who learn to think independently flourish in chaotic environments and to keep cool under pressure are in high demand.

The skills that are required to run a business successfully is developed among the students through this programme. Sometimes, students may have skills but it requires polishing and incubation. This programme is perfect for them. This programme consists of a structured training process to develop an individual as an entrepreneur. It helps the person to acquire skills and necessary capabilities to play the role of an entrepreneur effectively.

❖ **Objectives:**

The objective of this programme is to motivate an individual to choose the entrepreneurship as a career and to prepare the person to exploit the market opportunities for own business successfully. These objectives can be set both in the short-term and long-term basis.

1. The individuals are trained to be an entrepreneur and made competent enough to scan the existing market situation and environment. The person, who would be the future entrepreneur, should first set the goal as an entrepreneur.
2. The ultimate objective is that the trained individuals successfully establish their own business and they should be equipped with all the required skills to run their business smoothly.

❖ **Syllabus (Theory):-**

(Periods -45)

Unit No.	Name of Topic	Periods
I	Entrepreneurship: Concept, functions and types of Entrepreneurship - Qualities of the successful Entrepreneurs - Role of Entrepreneurs in Indian economic development- Factors contributing to entrepreneurship development in India	15
II	Business organization Forms of Business organization: a) sole proprietorship b) partnership c) joint stock company d) co-operatives- problems face by small industries- Women entrepreneurs in India: problems and measures	15
III	Management of Small-Scale industries Fundamentals of management: productions and operations management- working capital management, Marketing management - Human resource management- Total quality management	15

❖ **References:-**

1. Mohan S. and Elangovan R. (2006) "Current trends in Entrepreneurship"- Deep and Deep Publication
2. Human values and professional ethics by Jayasree and B. Raghavan, S.Chand publication, New Delhi
3. Professional ethics and human values by D.R.Kiran, Tata McGraw Hill 2013
4. Khanka C.S.(2003) "Entrepreneurship Development" S. Chand and company , New Delhi
5. Hisrich R.D.Peter M.P. and Shepherd D.A.(2007) "Entrepreneurship" Tata McGraw Hill, New Delhi.
6. Batra G.S., Dangwal R.C.(1999) "Entrepreneurship" and Small Scale Industries New Potential, Deep and Deep Publication.
7. Professional ethics by R. Subramaniam, Oxford Publication, New Delhi

❖ **Board of Studies**

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Chairman:

1. Dr. N.R. Madhavi Head, Department of Economics

Members

1. Mr. Vijay Lokhande
2. Dr. Jivan Biradar
3. Mr. R.S. Jamnuka
4. Dr. Y. H. Ulvekar

❖ **Visiting Experts:**

1. Mr. Vijay Lokhande
MD, HKS, Impex Pvt. Ltd
2. Mr. Amar Patil
MD, DVP Group of Industries, Pandharpur

❖ **Job Opportunities :-**

1. Administrative Services Manager.
2. Business Development Manager.
3. Business Manager.
4. General and Operations Manager.
5. Self Employment