

Add On Course – Entrepreneurship Awareness Programme [B A III]

Introduction

This programme facilitates to create entrepreneurial and managerial capabilities in individuals and organization by achieving total customer satisfaction, using emerging technologies, ethics and values , be a financially strong and globally excellent organization appropriately matching with employee's aspirations.

OBJECTIVES

To make them aware about entrepreneurship as career choice.

To make them aware about business opportunities.

To make them aware about support system.

To present them few role models in entrepreneurship.

Course Contents:

Sr. No.	Topics	Hour(s)
1.	Mission and vision of MCED	02
2.	Need of Entrepreneurship Development Training	02
3.	Need of Entrepreneurial Motivation	02
4.	The meaning and qualities of Entrepreneurship	02
5.	Process of starting micro small and medium Enterprises	02
6.	Financial aspects of SSI unit	01
7.	Basic concept of management	02
8.	Preparation of business plan	01
9.	Marketing management	01
10.	Marketing survey	01
11.	Communication skills for better results in business	02
12.	Identification of business opportunities and guidance	01
13.	General concepts about Govt. formalities and rules	01
14.	Different aspects of an industrial venture	02
15.	Basic information of role and schemes of DIC	01
16.	Technical and commercial aspects of SSI unit	01
17.	Entrepreneurial personality development	01
18.	Mechanisms of product selection	01
19.	Product ideas	02

20.	Historical background –Indian values vis-a-vis	02
21.	Entrepreneurship and the present scenario	02
	TOTAL	32

Course Evaluation:

Students will be evaluated on the following parameters:

Sr. No	Particulars	Marks	Weightage
1.	Attendance	60	60%
2.	Final Evaluation	40	40%

Eligibility: All students of B A III

COURSE COORDINATOR: R. J.Patil (Associate Professor)

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