



SYLLABUS OF DIPLOMA IN ENTREPRENEURSHIP DEVELOPMENT (DED)

For Academic Session 2016-17

Objectives

- To familiarize the participants with the concept and overview of entrepreneurship with a view to enhance entrepreneurial talent.
- To impart knowledge on the basics of entrepreneurial skills and competencies to provide the participants with necessary inputs for creation of new ventures.
- To explore new vistas of entrepreneurship in 21st century environment to generate innovative business ideas.

Duration: 1 Year

Total Credit: 32

Semester-I

Course 01: Introduction to Entrepreneurship

Block -1: Entrepreneurship Essentials

(1 Credit)

Unit -1 Concepts and Overview of Entrepreneurship

Unit -2 Evolution and Growth of Entrepreneurship in India

Unit -3 Role of Entrepreneurship in Economic Development

Block -2: Theories and Models of Entrepreneurship

(1 Credit)

Unit -1 Framework of Entrepreneurship Theories

Unit -2 Models of Entrepreneurship

Unit -3 Emerging Models of Corporate Entrepreneurship

Block -3: Dimensions of Entrepreneurship

(1 Credit)

Unit -1 Entrepreneurial Culture

Unit -2 Entrepreneurial Society

Unit -3 Women Entrepreneurship

Unit -4 Rural Entrepreneurship

Block -4: Emerging Trends and Social Entrepreneurship (1 Credit)

Unit-1 Emerging Trends in Entrepreneurship Development

Unit -2 Entrepreneurial Potential and Potential Entrepreneur

Unit -3 Evaluation of Social Entrepreneurship in India

Course 02: Management Concepts and Organisational Behaviour

Block -1: Essentials of Management (1 Credit)

Unit -1 Introduction to Management

Unit -2 Evolutions of Management Thought

Unit -3 Managerial Planning

Unit -4 Decision Making

Block -2: Essentials of Organising (1 Credit)

Unit -1 Organising Principles

Unit -2 Delegation of Authority and Responsibility

Unit -3 Centralisation and Decentralisation

Unit-4 Direction: Motivation, Communication and Leadership

Unit-5 Controlling Types and Techniques

Block -3: Behaviour in Organisations (1 Credit)

Unit -1 Organisations Behaviour: An Introduction

Unit -2 Personality: Determinants and Theories

Unit -3 Perception

Unit-4 Learning

Unit-5 Attitude

Block -4: Group Dynamics and Organisational Change & Development (1 Credit)

Unit -1 Group Formation and Group Dynamics

Unit -2 Interpersonal Relations: Transactional Analysis

Unit -3 Organisation Change and Transformation

Unit-4 Organisation Development

Course 03: Development of Entrepreneurial Skills

Block -1: Entrepreneurial Motivation (1 Credit)

Unit -1 Entrepreneurship and Indian Social System

Unit -2 Entrepreneurial Characteristics and Skills

Unit -3 Entrepreneurial Motivation and Need for Achievement

Block -2: Goal Setting and Problem Solving (2 Credit)

Unit -1 Building New Identity

Unit -2 Goal Setting

Unit -3 Creativity and Problem Solving

Block -3: Cases and Interaction with Entrepreneurs (1Credit)

Unit -1 Case Study of Successful Entrepreneurs in India

Unit -2 Entrepreneurs Skills and Competencies

Unit -3 Interaction with Entrepreneurs (Firsthand Experience)

Course 04: Business Opportunity Identification

Block -1: Business and Environment (1 Credit)

Unit -1 Introduction to Business and its Environment

Unit -2 Environmental Scanning and Analysis

Unit -3 Challenges of New Venture Strategies

Unit-4 Sources of Finance and Problems

Block -2: Market Survey Techniques (1 Credit)

Unit -1 Market Assessment: Tools and Techniques

Unit -2 Methods of Market Survey and Sources of Market Information

Unit -3 Presentation of Market Survey Report

Block -3: Business Plan and Project (1 Credit)

Unit -1 Business Plan Preparation and Project Financing

Unit -2 Market Feasibility, Technical Feasibility and Financial Viability

Unit -3 Project Report Preparation

Block -4: Business Opportunities and Start-up Policy (1 Credit)

Unit -1 Business Opportunities in the Contest of Odisha and Industrial Policy of the State

Unit -2 Business Incubation Centres

Unit -3 Start-up Policy Framework and Incentives

Semester-II

Course 05: Small Business Management

Block -1: Overview of Small, Medium & Large Industries (1 Credit)

Unit -1 Small Business: An Introduction

Unit -2 Significance of Small Business to the Economy

Unit- 3 Overview of Small, Medium and Large Industries

Block -2: Strategic Frameworks for Decision (1 Credit)

Unit -1 Vision, Mission, Objective and Goal

Unit -2 Porter's 5-Forces Model

Unit -3 SWOT Analysis

Unit-4 Competitive Strategies

Unit-5 Value Chain Analysis

Block -3: Entrepreneurial Orientations (1 Credit)

Unit -1 Selection Process and Technologies

Unit -2 Optimisation of Costs

Unit -3 Financial Statement Analysis

Unit-4 Growth Strategies

Block -4: Managing People for Performance (1 Credit)

Unit -1 Manpower Planning for Recruitment and Selection

Unit -2 Training and Development

Unit -3 Performance Appraisal: Tools and Techniques

Unit-4 Employment Relations

Unit-5 Image Building Mechanism

Course 06: Institutional Support System

Block -1: Support System for Entrepreneurs (1 Credit)

Unit -1 Sources of Finance

Unit -2 Venture Capital

Unit-3 Strategic Support System for Business

Block -2: Institutional Assistance and Support (1 Credit)

Unit -1 Role of Commercial Banks

Unit -2 Institutional Assistance for Small Enterprises

Block -3: Marketing Support for Entrepreneurs (1 Credit)

Unit -1 Marketing Institutions and Assistance

Unit -2 Export Houses

Unit -3 Trading Houses

Block -4: Role of E-commerce in Business (1 Credit)

Unit -1 E-commerce: Concept and Overview

Unit -2 Opportunities and Problems in E-commerce

Unit -3 Recent Trends and Advancement in E-commerce

Course 07: Business Communication and Ethics in Business

Block -1: Essential of Communication and Business Presentations (1 Credit)

Unit -1 Effective Communication: An Introduction

Unit -2 Telephonic Interview

Unit-3 Group Discussion

Unit-4 Business Presentations

Block -2: Customer Care, Business Etiquettes and Body Language (1 Credit)

Unit -1 Effective Customer Care

Unit-2 Mechanism for Handling Complaints

Unit-3 Business Etiquettes and Body Language

Block -3: Ethics, Values and Morale at Workplace (1 Credit)

Unit -1 Business Ethics: An Overview

Unit -2 Managing Ethical Behaviour at Workplace

Unit-3 Professional Ethics, Values and Moral at Workplace

Block -4: Consumer Rights and Audit (1 Credit)

Unit -1 Consumerism and Consumers Rights

Unit -2 Affirmative Action

Unit -3 Gender Issues and Employee Rights

Unit-4 Ethics Audit

Course 08: Project Work (4 Credit)

Project is an integral part of the curriculum, which will enable you to make your dreams come true and give you sound knowledge in how to build and run your very own enterprise.