

**Vasantdada Patil Pratishthan's
GURUVARYA SADANAND MAHARAJ ARTS AND COMMERCE COLLEGE,
KONDIWA BK, PUNE**

Certificate Course In Entrepreneurship Development

Objectives Of Course-

- To understand the Scope of Business Market
- To develop core skills for business Strategy
- To cultivate business skills

SYLLABUS

Total Lecture- 30

Unit-1) Introduction-

- 1.1 Entrepreneurship- Meaning & Importance
- 1.2 Evolution of Term Entrepreneur
- 1.3 Characteristic of an Entrepreneur
- 1.4 Types of Entrepreneur

Unit-2) Material Management

- 2.1 Importance & Objectives of Material Management
- 2.2 Methods of Buying
- 2.3 Inventory Management

Unit-3) Marketing Management

- 3.1 Introduction of Marketing Management
- 3.2 Concepts of needs & Demands
- 3.3 Relationships & Network
- 3.4 Packaging & Labeling
- 3.5 Advertising & Branding



Unit-4) Organization Assistance

4.1 Importance of assistance to Entrepreneurship

4.2 Financial assistance by different agencies

4.3 Training assistance by different agencies

Unit-5) Business Environment-

5.1 Meaning- Business Environment

5.2 Internal & External Environment

5.3 Social Responsibility of Business

Methods-

- 1) Lectures by regular Faculties
- 2) Guest Lectures
- 3) Documentaries & Other Visual Sources

Evaluation Scheme-

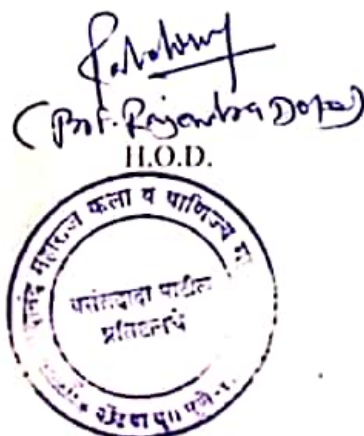
- 1) Written Examination-
(Objective Type Question)- 60 Marks
- 2) Participatory Sessions- 20 Marks
- 3) Written Assignment- 20 Marks

Reference Book-

- 1) Dynamics of Entrepreneurship Development & Management- V. Desai
- 2) Innovation & Entrepreneurship- Peter Drucker
- 3) Entrepreneurship Development- Nuzhath Khatoon

Co-Ordinator

Dr. Yogita P. Kurjir.



H.O.D.

Principal
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