DEPARTMENT OF MANAGEMENT STUDIES

MUHAMMED ABDURAHIMAN MEMORIAL ORPHANAGE (MAMO) COLLEGE

[Govt. Aided First Grade College & Affiliated to University of Calicut. Re-Accredited by NAAC with A Grade]

CURRICULUM FOR CERTIFICATE COURSE

CERMG002: INTRODUCTION TO ENTREPRENEURSHIP

OFFERED DURING THE
ACADEMIC YEAR 2018-19
[APPROVED BY ACADEMIC COMMITTEE, MAMO COLLEGE]

MANASSERY, MUKKAM POST, KOZHIKODE, KERALA, INDIA, 673 602.
EMAIL: MAMOCOLLEGE@GMAIL.COM

OFFICE: 0495-2297319
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INSTITUTIONAL VISION, MISSION & OBJECTIVES 01

VISION: Build Scientifically Oriented, Intellectually Accomplished, Morally Upright and Socially Committed youth who can play a constructive role in Nation Building.

MISSION: Intellectual, social and economic empowerment of the youth in general and women, minorities, orphans and the destitute in particular by providing quality, value-based higher-education.

OBJECTIVES: Pursuit of Excellence, Harnessing technology, Thrust on value-based education, Nurturing Excellence and Moulding the youth for Nation Building

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VISION, MISSION, OBJECTIVES & CORE VALUES OF THE DEPARTMENT

02

VISION: To be in the vanguard of emerging frontiers of management thought and practice by continuous value addition to the intellectual capital for inclusive.

MISSION: To transform our youngsters into competent decision makers and world class managers to excel in a dynamic competitive environment.

OBJECTIVES: (a) Facilitate and guide students learn various theoretical and practical aspects of Business Management. (b) Nurture young graduates with high ethical and humanitarian values in the community and make them equipped with leadership and soft skills for taking up leadership role in the corporate world or Entrepreneurship. (c) Prepare students to pursue higher education in the institutes of National Importance. (d) Make the community aware of the possible avenues and importance of management education.

CORE VALUES: Innovation, Quality and Excellence, Industry-Oriented Skilling, Ethical Conscience, Service Mindedness, Professionalism and Global Outlook.

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B.B.A: PROGRAMME EDUCATIONAL OBJECTIVES (PEOs) 03

After 4 to 5 years of graduation, the career and professional accomplishments attained by the Management Studies Graduates would reflect that the programme really prepared the graduates to deal with the real world, where they could apply and use the skills and knowledge they have learned to good use.

Specifically, the graduate would be able to:

PEO1: **Pursue any of the following three alternatives: (i) immediately take up a career in any area of business and management and work productively as a successful management professionals in diverse career paths including supportive and leadership roles on multidisciplinary teams, (ii) broaden the scope of the career path by pursuing higher studies and research in the field of business and management and (iii) go for taking up the challenge and spearheads start-ups by positively exploiting the diverse potentials of the business industry.**

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PEO2: Graduates will communicate effectively, recognize and incorporate societal needs and constraints in their professional endeavours, and practise their profession with high regard to legal and ethical responsibilities.

PEO3: Be original, creative, innovative and systematic in their all endeavours, including individual, collaborative and entrepreneurial ventures with meticulous strategic thinking, planning and execution.

PEO4: Have sufficient breadth of understanding to enable continued professional development and lifelong learning throughout their career.

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B.B.A: PROGRAMME SPECIFIC OUTCOME (PSOs)

04

On successful completion of a Bachelor Degree in Management, the graduates would be able to:

PSO1: **THEORETICAL SOUNDNESS IN THE AREA OF BUSINESS: Students at the time of graduation will be able to apply fundamental knowledge in management theory and critically analyze problems and helps in management decision making.**

PSO2: **FUNCTIONAL AREAS OF MANAGEMENT: Determine the functional areas of management such as Production, purchasing, marketing, sales, advertising, finance, human resource system**.

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PSO3: **TECHNOLOGY:** Students at the time of graduation will be able to apply appropriate technology to find solutions for complex problems in the field of business.

PSO4: **RESEARCH CAPABILITY:** Students at the time of graduation will be able to apply domain knowledge and expertise for enhancing research capability to transform innovative ideas into reality.

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B.B.A: PROGRAMME OUTCOMES (POs) 05

The students graduating from B.B.A Programmes should be able to:

PO1: BASIC MANAGEMENT KNOWLEDGE: Acquire basic management knowledge like planning, organizing, coordinating and controlling.

PO2: BUSINESS PROBLEM ANALYSIS: Identify, formulate, review business problems and apply scientific method for getting solution.

PO3: DESIGN/DEVELOPMENT OF SOLUTIONS: Design solutions for complex real-life problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

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PO4: **CONDUCT INVESTIGATIONS OF COMPLEX PROBLEMS**: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

PO5: **MODERN TOOL FOR MANAGEMENT:** Identify and learn the modern tool for management and apply for decision making related with production, marketing, financing, investment, quality, etc.

PO6: **THE MANAGEMENT PROFESSION AND SOCIETY**: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional practice.

PO7: **ENVIRONMENT AND SUSTAINABILITY:** Understand the impact of the professional computing solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development..

PO8: **ETHICS:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the computing practice.

PO9: **INDIVIDUAL AND TEAM WORK:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

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PO10: **COMMUNICATION**: Communicate effectively on complex computing activities with the computing community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

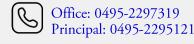**PO11:** **PROJECT MANAGEMENT AND FINANCE:** Demonstrate knowledge and understanding of the computing and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

PO12: **LIFE-LONG LEARNING:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

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DEPARTMENT OF MANAGEMENT STUDIES
CURRICULUM FOR CERTIFICATE COURSE - CERMG002

CERTIFICATE COURSE

CERMG002: INTRODUCTION TO ENTREPRENEURSHIP 06

COURSE CURRICULUM

Course Name	Introduction to Entrepreneurship
Course Code	CERMG002
Year	2018-19
Course Designer	Ms. Shareena P. P
Couse Duration	30 Hrs
Course Schedule	June to September
Maximum Students Intake	60 Students

ACADEMIC COMMITTEE

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1. COURSE LEVEL

Foundational, skill-oriented certificate programme.

2. PREREQUISITE

None.

3. COURSE INTAKE & ADMISSION

Maximum 60 students will be given admission to the course based on First-Come-First-Serve basis. All the students of the MAMO College are eligible for free enrolment for the course. The enrolment notification will be issued for the course well in advance of the commencement of the course.

4. COURSE COORDINATOR

Ms.. Shareena P. P, Asst. Professor, Department of Management Studies.

5. COURSE PREAMBLE

The course on Introduction to Entrepreneurship provides a holistic view of organizations and their related information systems. It enables students to cope with the globalization, virtualization, and volatile competitive environment in which firms are seeking to reconstruct their organizational structures and establish new management architectures to transform from single autonomous entities into more open enterprises.

6. DURATION

Total Duration: 30 Hrs. [Contact Hrs. 8Hrs, Course Works 16 and Assessment Works: 6]

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7. CURRICULUM FOCUS

Enhance the employability of the learners through curriculum enrichment for additional skill development.

8. COURSE OBJECTIVES

Learners are expected to

(a) To familiarise the students with the concept of entrepreneurship.

(b) To identify and develop the entrepreneurial talent of students.

9. SKILL EXPECTED

On the successful completion of the course, learners will be able to:

(a) To Initiate Starting of a New Venture.

(b) Apply problem-solving skills to real-life business.

(c) To Introduce Innovative Ideas in Business

10. COURSE OUTCOMES

Upon the successful completion of the course, learners will be able to:

CO No	Course Outcome(CO)	Skill/Knowledge Attainment Level Based on Revised Bloom's Taxonomy
CO1	Understand the concept Entrepreneur, Entrepreneurship, Women entrepreneurship and to provide an awareness regarding how to start a new business	Understand

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CO No	Course Outcome(CO)	Skill/Knowledge Attainment Level Based on Revised Bloom's Taxonomy
CO2	Acquaint them with the challenges faced by the entrepreneur and how to overcome these challenges	Apply
CO3	Analyze various entrepreneurship opportunities available in the society, especially women entrepreneurs.	Analyze
CO4	helps to create a mindset among students to start a new venture.	Create

11. MAPPING OF COs WITH PSOs AND POs

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	1	2	1	1	1	1	1	2	3	1	2	1	1	2	1	1
CO2	1	1	2	1	1	1	1	1	2	3	1	2	1	1	2	1	1
CO3	1	1	2	1	1	1	1	1	2	3	1	2	1	1	2	1	1
CO4	1	1	2	1	1	1	1	1	2	3	1	2	1	1	2	1	1
AVG	1	1	2	1	1	1	1	1	2	3	1	2	1	1	2	1	1

12. MODULE-WISE COURSE CONTENTS

MODULE 1: INTRODUCTION TO ENTREPRENEURSHIP

MODULE DURATION: 16Hrs. [Contact Hrs. 5 Hrs Course works. 8 Assessment Works: 3]

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MODULE CONTENT: The Entrepreneur: Meaning and Definition-classification of entrepreneur-Entrepreneurship, meaning and definition-Entrepreneurship in the socio-economic development- Characteristics of Entrepreneur- Factors affecting entrepreneurial growth -Entrepreneurial functions- -traits and qualities of successful entrepreneur-training to entrepreneurs- methods of training.

MODULE OUTCOME: On successful completion of the module learners can familiarize with the fundamental aspects 0f Entrepreneurship and understand different stages of business and create innovative thinkers and also to develop the motivation to enhance entrepreneurial competency to take forward new initiatives.

MODULE 2: CONCEPT OF WOMEN ENTREPRENEUR

MODULE DURATION: 14 Hrs. [Contact Hrs. 3 Hrs., Course works. 8   and Assessment Works: 3]

MODULE CONTENT: Concept of women entrepreneur -problems of women entrepreneur -Women entrepreneurship in Kerala-Reasons for the slow growth of women entrepreneurship in Kerala-Recent Development of women entrepreneurship-measures taken for the development of women entrepreneurship in India -Assistance to women entrepreneurs such as SIDO, NSIC,IDBI,SIDBI and Commercial banks

MODULE OUTCOME: On successful completion of the module learners will be able to understand about Women Entrepreneurship, and also to familiarise various incentives provided by the Government to support women Entrepreneurs.

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REFERENCES:

1. Anderson, Robert Lee and Dunkelbert, *Entrepreneurship,* Harper and Row Publishers, NewYork

2. P. C. Jain, *Handbook for New Entrepreneurs*, Oxford University Press.

ADDITIONAL REFERENCES & STUDY MATERIALS:

3. Study material provided by University of Calicut under Distance education

13. DELIVERY MODE

The course employs multi-mode delivery mechanism including contact lecture, online videos, and Online and offline course works.

14. DELIVERY SCHEDULE

June to September.

15. DETAILED COURSE DELIVERY PLAN

Hour	Delivery Mode and Activity	Topics to be Covered
1	Contact Hour - 1: Classroom Discussion	Introducing the Course
2	Course Work – 1 Course Assignment 1	Assignment on the topic "Collect the details of successful entrepreneurs in India"
3	Contact Hour - 2: Classroom Demonstration	Meaning and Definition of entrepreneur, Classification of entrepreneur - Characteristics of Entrepreneur
4	Course Work – 2: Course Assignment 2	Assignment on the topic "List out the sector in which new job

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Hour	Delivery Mode and Activity	Topics to be Covered
		opportunities can be created by entrepreneurship"
5	Course assessment 1	Online test
6	Contact Hour - 3: Classroom Demonstration	Meaning and definition Entrepreneurship - Entrepreneurship in the socio-economic development
7	Course Work – 3: Course Assignment 3	Assignment on the topic "Role of Entrepreneurship in the socio-economic development"
8	Contact Hour - 4: Classroom Demonstration	Factors affecting entrepreneurial growth - Traits and qualities of successful entrepreneur
9	Course assessment -2	Online test
10	Course Work – 4: Course Assignment 4	Conduct an interview with entrepreneurs and make a detailed report on the topic "Traits and qualities of successful entrepreneur"
11	Course Work – 5: Course Assignment 5	Write an assignment on the topic "What are the barrier that hinders the path of setting new opportunities for job"
12	Contact Hour - 5: Classroom Demonstration	Entrepreneurial functions- training to entrepreneurs-methods of training
13	Course assessment -3	First internal examination
14	Course Work – 6: Course Assignment 6	Debate on the topic what kind of business will be successful in the future

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Hour	Delivery Mode and Activity	Topics to be Covered
15	Course Work – 7: Course Assignment 7	Assignment on the topic impact of education on Entrepreneurship
16	Course Work – 8: Course Assignment 8	Quiz competition related with entrepreneurship
17	Contact Hour - 6: Classroom Demonstration	Concept of women entrepreneur-meaning and definition of Women entrepreneurship- problems of women entrepreneur-Women entrepreneurship in Kerala
18	Course Work – 9: Course Assignment 9	Assignment on the topic" Problems of women entrepreneur"
19	Course Work – 10: Course Assignment 10	Assignment on the topic "Women entrepreneurship in Kerala"
20	Course assessment 4	Online test
21	Contact Hour - 7: Classroom Demonstration	Reasons for the slow growth of women entrepreneurship in Kerala
22	Course Work – 11: Course Assignment 11	Assignment on the topic" impact of gender on developing entrepreneurship skills
23	Course Work – 12: Course Assignment 12	Debate on the topic" Reasons for the slow growth of women entrepreneurship in Kerala
24	Course assessment 5	Online test
25	Contact Hour - 8: Classroom Demonstration	Recent Development of women entrepreneurship - measures taken for the development of women entrepreneurship in India-Assistance to women entrepreneurs

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Hour	Delivery Mode and Activity	Topics to be Covered
26	Course Work – 13: Course Assignment 13	Discussion on the topic Recent Development of women entrepreneurship
27	Course Work – 14: Course Assignment 14	measures taken for the development of women entrepreneurship in India
28	Course Work – 15: Course Assignment 15	Assistance to women entrepreneurs
29	Course Work – 16: Course Assignment 16	Visit a success women entrepreneur in your locality and collect their experience regarding setting up and running a business enterprise
30	Assessment Work – 6:	Course End Assessment- model examination

16. ASSESSMENT COMPONENTS

Total Marks: 100

CLASSROOM AND GROUP PARTICIPATION: **20 Marks.** This component aims at testing the course content understanding and the reflection skills and their attainment levels.

COURSE WORK: 30 Marks. This component aims at testing the skill attainment levels of the learners in analysing and implementing the real-world problem.

MID-COURSE ASSIGNMENT: **20 Marks.** This component aims at testing the module-wise attainment levels of the course objectives and course outcome and module outcomes.

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[Govt. Aided First Grade College & Affiliated to University of Calicut. Re-Accredited by NAAC with A Grade]

DEPARTMENT OF MANAGEMENT STUDIES

CURRICULUM FOR CERTIFICATE COURSE - CERMG002

END-COURSE ASSESSMENT: **30 Marks.** This component aims at testing overall attainment levels of the course with respect to course objectives, course outcome and module outcomes.

17. COURSE EVALUATION & GRADING

The course evaluation is done/coordinated entirely by the course coordinator. The following 10-point Indirect Grading System is used for awarding grades to students:

Percentage of Mark	Letter Grade	Interpretation	Class
95 and above	**O**	**Outstanding**	First Class with Distinction
85 to below 95	A+	Excellent	First Class with Distinction
75 to below 85	A	Very good	First Class with Distinction
65 to below 75	B+	Good	First Class
55 to below 65	B	Satisfactory	First Class
45 to below 55	C	Average	Second Class
35 to below 45	P	Pass	Third Class
Below 35	F	Failure	Fail
Incomplete	I	Incomplete	Fail
Absent	Ab	Absent	Fail

The grade is awarded by the course-coordinator by considering the overall performance of the learner in all the assessment component of the course.

18. GRIEVANCE REDRESSAL

The grievances, if any, can be submitted to the Head of the Department for its redressal. Those grievances that cannot be redressed by HoD can be forwarded to Academic Council of the College for final decision on the matter.

**COORDINATOR
ACADEMIC COMMITTEE**
MUHAMMED ABDURAHIMAN MEMORIAL ORPHANAGE COLLEGE
P.O. MANASSERY, MUKKAM - 673602

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19. ISSUANCE OF CERTIFICATES

The Course Completion Certificate will be issued to all the successful candidates showing the Total Marks and Grade Obtained.

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**COORDINATOR
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