



DEPARTMENT OF COMMERCE
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
CERCM004: BUSINESS INCUBATION

OFFERED DURING THE
ACADEMIC YEAR 2019-20
[APPROVED BY ACADEMIC COMMITTEE, MAMO COLLEGE]



MANASSERY, MUKKAM POST,
KOZHIKODE, KERALA, INDIA, 673 602.
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www.mamocollege.org



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CONTENTS

1	INSTITUTIONAL VISION, MISSION & OBJECTIVES	3
2.	VISION, MISSION, OBJECTIVES & CORE VALUES OF THE DEPARTMENT	4
3.	B.Com: PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)	5
4.	B.Com: PROGRAMME SPECIFIC OUTCOME (PSOs)	6
5.	B.Com: PROGRAMME OUTCOMES (POs)	8
6.	CERCM004: COURSE CURRICULUM	9
6.1.	COURSE LEVEL	10
6.2.	PREREQUISITE	10
6.3.	COURSE INTAKE & ADMISSION	10
6.4.	COURSE COORDINATOR	10
6.5.	COURSE PREAMBLE	10
6.6.	DURATION	10
6.7.	CURRICULUM FOCUS	11
6.8.	COURSE OBJECTIVES	11
6.9.	SKILL EXPECTED	11
6.10.	COURSE OUTCOMES	11
6.11.	MAPPING OF COs WITH PO AND PSOs	12
6.12.	MODULE-WISE COURSE CONTENTS	12
6.13.	DELIVERY MODE	14
6.14.	DELIVERY SCHEDULE	14
6.15.	DETAILED COURSE DELIVERY PLAN	14
6.16.	ASSESSMENT COMPONENTS	17
6.17.	COURSE EVALUATION & GRADING	17
6.18.	GRIEVANCE REDRESSAL	18
6.19.	ISSUANCE OF CERTIFICATES	18



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INSTITUTIONAL VISION, MISSION & OBJECTIVES 01



VISION

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



MISSION

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

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

VISION: Envisions providing excellent and valuing based education to the youth with a holistic concern for better life, to the environment, society and the nation in one piece.



MISSION

MISSION: To foster the success of the youth through innovative and learning opportunities resulting in all-round development with ability to excel in changing business world



OBJECTIVES: (a) Create more interest among the students in the commerce subject. (b) Enable every student to cope up with the latest developments in commerce and industry. (c) Create more interest among the students in the commerce subject. (d) Develop a creative and positive attitude to achieve the heights of growth and prosperity through employment and entrepreneurship and (e) Inculcate a sense of civic responsibility, social commitment, and moral accountability among the students through social activities.



VALUES

CORE VALUES: Innovation, initiation, dynamism, professionalism, service motto



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B.Com: PROGRAMME EDUCATIONAL OBJECTIVES (PEOs) 03

After 4 to 5 years of graduation, the career and professional accomplishments attained by the Commerce 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:



PEO1: Capable of making a positive contribution to the accountancy in public practices, government and industries.



PEO2: Able to pursue research in their chosen field of marketing, finance and HR.



PEO3: Able to demonstrate team spirit, skills and values, continue to learn and adapt to change thought their professional carrier.



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B.Com: PROGRAMME SPECIFIC OUTCOME (PSOs) 04

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



PSO1: Understand the basics of computer application in business



PSO2: Know basic idea regarding E- commerce, E-Business, Digital marketing, etc.



PSO3: Acquire skills in office automation tools, computerized Accounting and ERP.



PSO4: The application of mathematical and statistical tools in commerce, economics and industry.



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B.Com: PROGRAMME OUTCOMES (POs) 05

The students graduating from B.Com Programme should be able to:



PO1: Familiarize basic characteristics of commerce and industry and analyse the operation of different organizations in different dimensions.



PO2: Understand the economy as whole and evaluate the role played by various components like households, markets, financial institutions, companies, government etc.



PO3: Learn the market and its working mechanism and marketing process.



PO4: Demonstrate leadership qualities required to lead the diverse teams and small groups to achieve the common goals of the organization.



PO5: Apply the different tools and techniques for solving the problems in their work environment and field of study.



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PO6: Develop a general idea regarding career opportunities in job market and clear view of demanding skills to be acquired for the respective jobs.



PO7: Pursue higher education in the field of Commerce, Business and Finance with the clear understanding of basic concepts required.



PO8: Prove proficiency to qualify competitive professional examinations at national and international levels.



PO9: Develop business ideas and start ventures through the knowledge imparted during the programme.



PO10: Apply skills in using software like ERP, Accounting Software, Equity Trading Apps, etc.



PO11: Apply ethical principles and commit to professional ethics and responsibilities and norms of the accounting practices.



PO12: Communicate effectively with the accounting professional community and with society at large. Be able to write effective reports documentations.



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CERTIFICATE COURSE

CERCM004: BUSINESS INCUBATION 06

COURSE CURRICULUM

Course Name	Business Incubation
Course Code	CERCM004
Year	2019-20
Course Designer	Mr. Aboobakar K
Course Duration	30 Hrs
Course Schedule	November to February
Maximum Students Intake	60 Students



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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

Mr. Aboobakar K, PG Department of Commerce

5. COURSE PREAMBLE

The Role of business incubators is developing entrepreneurship and creating new business ventures. It also aims at identifying and studying the business incubation. Business awareness fields suitable for business incubation, services provided by business incubators. The aim of this course to address the need of innovation and entrepreneurial culture in higher education institutions.

6. DURATION

Total Duration: 30 Hrs. [Contact Hrs. 8 Hrs., Course Woks: 15 and Assessment Works: 7]



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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

- To familiarize the students with the concept of entrepreneurship
- To identify and develop the entrepreneurial talent
- To nurture innovations and start-ups.

9. SKILL EXPECTED

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

- Understand the entrepreneurship
- Undertake business activities

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	Describe, demonstrate and explain the concept, characteristics and role of entrepreneurship	Understand
CO2	Apply the entrepreneurial skill for setting up a start up	Apply



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CO No	Course Outcome(CO)	Skill/Knowledge Attainment Level Based on Revised Bloom's Taxonomy
CO3	Analyze the business opportunities, innovative business idea and select the best one.	Analyze
CO4	Measure and compare the various sources of finance	Evaluate

11. MAPPING OF COs WITH PSO_s AND PO_s

CO _s	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CO1	1	1	2	1	1	1	1	1	2	3	2	2	1	2	1	1
CO2	2	2	2	1	1	1	1	1	2	3	1	2	2	1	1	2
CO3	2	2	1	2	2	1	2	2	2	2	1	2	1	1	2	2
CO4	1	1	2	1	1	2	1	1	1	2	1	2	1	1	2	1
AVG	1.5	1.5	1.8	1.3	1.3	1.3	1.3	1.3	1.8	2.5	1.3	2.0	1.3	1.3	1.5	1.5

12. MODULE-WISE COURSE CONTENTS

MODULE 1: CONCEPT OF ENTREPRENEURSHIP

MODULE DURATION: 15 Hrs. [Contact Hrs. 4 Hrs. Course Woks: 8 and Assessment Works: 3]

MODULE CONTENT: Entrepreneurship concept – Entrepreneurship as a Career Social Entrepreneurship- Defining the sectors. Entrepreneurial Personality - Characteristics of Successful, Entrepreneur – Business



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Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organizational Services

MODULE OUTCOME: On successful completion of the module, learners can familiarize with the entrepreneur and entrepreneurship for economic growth of the country. On successful completion of the module, learners will be able to understand and make use of entrepreneurship development programme.

MODULE 2: SOCIAL BUSINESS INCUBATION

MODULE DURATION: 15 Hrs. [Contact Hrs. 4 Hrs. Course Woks: 7 and Assessment Works: 4]

MODULE CONTENT: Business Incubation Definition and Principles, Incubator Models and Success Factors, Incubator Operation, Planning an Incubator, Business Incubation Marketing and Stakeholder Management, financing a Business Incubator, Managing the Business Incubator, Monitoring, Evaluation and Benchmarking, Virtual Business Incubation

MODULE OUTCOME: On successful completion of the module learners will be able understand business incubation and various support systems provided by the government and various sources of finance and learners will be able to handle business activity.

REFERENCES:

1. Vasant Desai, *Dynamics of Entrepreneurial Development*, Himalaya Publishing House, Bombay
2. N. K. Jain and Varshne, *Entrepreneurship Development -An Indian Perspective*, Mayoor Paperbacks, Noida

ADDITIONAL REFERENCES & STUDY MATERIALS:

3. Poornima M.Charntimath, *Entrepreneurship Development and Small Business Enterprise*, Pearson Education.



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4. Khanika.S.S, *Entrepreneurship Development*, Sultan Chand.

13. DELIVERY MODE

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

14. DELIVERY SCHEDULE

November to February.

15. DETAILED COURSE DELIVERY PLAN

Hour	Delivery Mode and Activity	Topics to be Covered
1	Contact Hour - 1: Classroom Discussion	Introducing the Course
2	Contact Hour - 2: Classroom Demonstration	Entrepreneurship concept – Entrepreneurship as a Career Social Entrepreneurship- Defining the sectors.
3	Contact Hour - 3: Classroom Demonstration	Entrepreneurial Personality - Characteristics of Successful, Entrepreneur – Business Environment
4	Contact Hour - 4: Classroom Demonstration	Role of Family and Society - Entrepreneurship Development Training and Other Support Organizational Services
5	Course Work – 1: Course Assignment	Understanding the areas of business incubation



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Hour	Delivery Mode and Activity	Topics to be Covered
6	Course Work – 2: Course Assignment	Identifying social entrepreneur – assignment
7	Course Work – 3: Course Assignment	Meet a successful entrepreneur – field work
8	Course Work – 4: Course Assignment	Make good questionnaire for interviewing a business man.
9	Course Work – 5: Course Assignment	Developing social entrepreneurship
10	Course Work – 6: Course Assignment	Identifying business environment affecting entrepreneurship
11	Course Work – 7: Course Assignment	Provide solutions for ignoring negative impact of environment
12	Course Work – 8: Course Assignment	Developing guidelines for entrepreneurs
13	Assessment Hour -1	Quiz assignment – module one
14	Assessment Hour -2	Be a good entrepreneur – evaluation
15	Assessment Hour -3	Identifying a successful business
16	Contact Hour - 5: Classroom Demonstration	Business Incubation Definition and Principles, Incubator Models and Success Factors,
17	Contact Hour - 6: Classroom Demonstration	Business Incubation Marketing and Stakeholder Management, financing a Business Incubator,
18	Contact Hour - 7: Classroom Demonstration	Managing the Business Incubator, Monitoring, Evaluation and



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Hour	Delivery Mode and Activity	Topics to be Covered
		Benchmarking, Virtual Business Incubation
19	Contact Hour - 8: Classroom Demonstration	Incubator Operation, Planning an Incubator,
20	Course Work – 9: Course Assignment	Identifying success factors
21	Course Work – 10: Course Assignment	Monitoring the performance of a businessman
22	Course Work – 11: Course Assignment	Planning an incubator
23	Course Work –12: Course Assignment	Identifying the principles of business incubation
24	Course Work – 13: Course Assignment	Evaluate the models of incubation
25	Course Work – 14: Course Assignment	Field study - business
26	Course Work – 15: Course Assignment	Be a successful business incubator- self evaluation
27	Assessment Hour - 4	Quiz assignment –module two
28	Assessment Hour - 5	End assessment module 2 written test
29	Assessment Hour - 6	Course End Assessment
30	Assessment Hour - 7	Course End Assessment- field study



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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.

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



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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.

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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