



AnkurGECA INCUBATION CENTRE FOUNDATION (AICF)

Licence under section 8 (1) of the Companies Act, 2013
[Pursuant to rule 20 the Companies (Incorporation) Rules, 2014]
supported by

Govt. College of Engineering, Aurangabad

(An Autonomous institute of Government of Maharashtra)
PAN: NSKA10686E Section 8 Licence No.: 116741 TAN: NSKA10686E



Launches

A Certificate Course

in

Entrepreneurship Development

1st Module Starting from 10 Feb 2020

Preamble:

Few Facts about Education System

- ❖ USA produces around 1 lakh engineers per year for a \$16 trillion economy.
- ❖ India produces 15 lakhs engineers per year for a \$2 trillion economy.
- ❖ ASSOCHAM reports that 95% Engineers are Unemployable Half of Remaining 5% go abroad.
- ❖ ASSOCHAM reports that 93% MBA Graduates are Unemployable.
- ❖ The earlier mass recruiting sector was Manufacturing. It used to recruit from the core branches like Electrical, Mechanical, Civil etc. But, Manufacturing is relatively stagnant at 17% of the GDP. So the core branch placements have become very difficult.
- ❖ The more recent mass recruiter was the IT sector. It grew from scratch to almost 5% of the GDP in a short time. IT Employed millions of engineers. Now, IT is also saturating. Only good, skilled IT Engineers are in demand.
- ❖ Not a Single University/Institute in India is in Top 100 in the World.
- ❖ **Demand of Engineering is low while Supply is high.**

The Way out???????

Entrepreneurship.

❖ **What is the Problem?**

India has seen a surge of entrepreneurial ventures and Start-ups over the last decade.

Government has given precedence to the Start-up ecosystem by creating a platform called Startup India. India's talented and educated youth have taken this opportunity to create new ventures and ride the wave of success.

Success in an entrepreneurial venture is dependent on many factors-the business idea, understanding and the regulatory environment, processes, and building and managing one's organization through the heady, but tough early stage.

A certificate course in Entrepreneurship Development consists of 5 Modules

- 1. Basics of Entrepreneurship**
- 2. Basics of Finance, Economics and Marketing**
- 3. Entrepreneurship Support System**
- 4. Creativity**
- 5. Entrepreneurial Spectrum**

Course Objectives:

This Course has been designed keeping in mind the complexities of entrepreneurial journey. This will be five module program, each of two months duration which will culminate in a business plan.

Course Highlights:

At the end of the each module of the certificate course, you will receive a certificate of completion of that module by Ankur-GECA Incubation Centre Foundation (A company established under Section 8(1) of the companies Act, 2013.)

After completing all the Modules, you will receive

A Certificate of Entrepreneurship Development

by

Ankur-GECA Incubation Centre Foundation (A company established under Section 8(1) of the companies Act, 2013.)

Schedule and details:

No of Hrs. 2 hrs per day (5 days a week): Morning Batch and Evening Batch

Duration: 6 Weeks per Module

Course Timings: will be decided with group of participants

Venue:Class Room Complex

Fees: Rs. 1000 per Module of 6 weeks

Batch Size: Maximum 30

Resource Persons: Faculty of this institute, Renowned Faculty from Management Colleges, Maharashtra Centre for Entrepreneurship Development (MCED), Alumni of the institute, Experts from Industries etc.

Delivery Method: Less Theory more Discussions/ Practicals

Activity based/ Project Based Learning

For Any Query -

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Detailed Course Content :



GOVERNMENT COLLEGE OF ENGINEERING, AURANGABAD

(An Autonomous Institute of Government of Maharashtra)
Board of Studies of Department of Mechanical Engineering

Structure for E2de (Entrepreneurship and Employability Endeavour) course from Academic Year 2019 –20

Choice Based Credit System

Sr no	Code	Subject	Contact Period (Hrs)			Credits	Continuous Evaluation in terms of Marks				
			L	T	P		Class test	TA	ESE	TW	Total
1		Basics of Entrepreneurship	2	0	2	3	15	25	60	-	100
2		Basic terminology in Finance Economics and Marketing	2	0	2	3	15	25	60	-	100
3		Entrepreneurship Support System	2	0	2	3	15	25	60	-	100
4		Creativity	2	0	2	3	15	25	60	-	100
5		Entrepreneurial Spectrum	2	0	2	3	15	25	60	-	100
Total			10	0	10	15	75	125	300		500

Curriculum: Entrepreneurship Development

Paper I: Basics of Entrepreneurship	
Teaching Scheme: Lectures: 02Hrs/Week Tutorials: 01 Hrs/Week Practical: 01 Hrs/Week	Examination Scheme Class Test: 15 Marks Teachers Assessment : 25 Marks End Semester Exam : 60 Mark

Detailed Syllabus:

Unit 1.

Introduction:

- Entrepreneur- definition
- Characteristics of a successful entrepreneur
- Qualities and skills required to be an entrepreneur
- Types of entrepreneurs
- Social and Women Entrepreneurship
- Functions of entrepreneur
- Role of entrepreneur in nation building, society upliftment, poverty alleviation and employment generation.

Unit II

Entrepreneurial Journey

- Evolution of entrepreneurship (Origin, history, philosophy)
- Entrepreneurial spirit
- Theories of entrepreneurship (Weberian's theory, the innovative theory of Joseph Schumpeter and E.E.Hagen's theory of social change)
- Precautions and learning from entrepreneurial experiences
- Challenges in entrepreneurship- start-ups, business development
- Requirement for 21st century entrepreneurship

Unit III New trends in Entrepreneurship:

- Co-working spaces
- Boot camps
- Seed accelerators
- Business lab and incubation center
- Crowd funding
- Student sandbox
- Venture capital
- Angel capitalist

Course Outcomes: After completing the course, students will able to:

CO1	Introspect themselves and get a deep understanding about their own decision to become an entrepreneur
CO2	Identify own strengths and weaknesses
CO3	Write down their Goals in SMART format
CO4	Discuss the Ecosystem required for StartUp

Reference Books:

1. "Small Business Management An Entrepreneur's Guidebook 7th ed", Byrd Megginson, McGraw-Hill, Irwin
2. "EntrepreneurshipDevelopment", Abhinav Ganpule, Aditya Dhobale, Jatayu Prakashan
3. "EntrepreneurshipDevelopment" , S. Anil Kumar, S.C.Poornima, Mini K Abraham, K. Jayashree, New AgeInternationalPublisher

Paper II: Basic terminology in Finance Economics and Marketing

Teaching Scheme: Lectures: 02 Hrs/Week Tutorials: 01 Hrs/Week Practical: 01 Hrs/Week	Examination Scheme Class Test: 15 Marks Teachers Assessment : 25 Marks End Semester Exam : 60 Mark
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Detailed Syllabus:

Unit I Introduction to Finance and Accounting:

- Book keeping and accounting
- Classification of Accounts
- Double Entry book keeping system
- Accounting cycle journal, ledger, trail balance, depreciation
- Subsidiary Books
- Preparation of final account, understanding financial statements,
- Ratio analysis
- Importance of working capital management
- Cash flow and fund flow statements.

Unit II Basics of economics

- Micro economics and macro economics, utility
- Theory of demand, determinants of demand, demand forecasting
- Theory of supply, theory of cost
- Cost volume profit analysis
- Break even analysis,

Unit III Sales and Marketing

- Difference between sales and marketing
- Understanding customer needs and wants, marketing mix

- Types of market B2B, B2C
- New product development, product life cycle, marketing of product v/s services
- Product pricing, 5 P's and 7 P's
- Distribution channels
- Sales promotion techniques
- Advertising and branding
- Rural marketing,
- Choice of media,

Unit IV Digital Marketing

- Introduction, Channels, Digital vs. Real Marketing
- Creating initial digital marketing plan
- Content management
- SWOT analysis
- Target group analysis

Unit V Government policy and Taxation

- Government policy for small & medium enterprises
- Tax incentives & concessions
- Rehabilitation of sick industries
- Taxation – Concept of Income Tax
- Five heads of Income Tax
- Computation of income tax ,exemption and deduction
- GST and types.

Course Outcomes: After completing the course, students will able to:

CO1	Open a current ac offline / online
CO2	Obtain PAN / TAN / GST No.
CO3	Do Market survey with questionnaire
CO4	Design a logo for company
CO5	Market and Sale a product

Reference Books:

1. "Book Keeping andAccountancy XI Commerce" ,Maharashtra StateBoard of Secondary and Higher Secondary Education Pune
2. "Book Keeping andAccountancy XII Commerce" ,Maharashtra StateBoard of Secondary and Higher Secondary Education Pune
3. "Day to Day Economics", Satish Deodhar, IIM Ahmedabad
4. "Economics", Paul Smuelson, William Nordhavs, Tata McGraw Hills Education Pvt Ltd
5. "Marketing Management", Rajan Saxena, Tata McGraw Hills Education Pvt Ltd
6. "Entrepreneurial Finance and Accounting for High tech Companies", Frank Fabozzi, MIT Press London

Paper III: Entrepreneurship Support System

Teaching Scheme: Lectures: 02 Hrs/Week Tutorials: 01 Hrs/Week Practical: 01 Hrs/Week	Examination Scheme Class Test: 15 Marks Teachers Assessment : 25 Marks End Semester Exam : 60 Mark
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Detailed Syllabus:

Unit I **Institutional Support**

Role of following agencies in assisting and promoting entrepreneurship

1. **DIC** – District Industrial Centre.
2. **SIDBI**- Small Industrial Development Bank of India.
3. **EDII** – Entrepreneurship Development Institute of India.
4. **Nationalised and Co-operative Banks**
5. **CGTMSE**– Credit Guarantee Fund Trust For Micro and Small Enterprises.
6. **NISBUD** – National Institute for Entrepreneurship and Small Business Development.
7. **MCED**– Maharashtra Centre for /Entrepreneurship Development.

Unit II **Schemes and assistance for Entrepreneurship**

- Start up India
- Make in India
- Atal Innovation Mission
- Stand up India
- National skill development mission
- Pradhan Mantri Kaushal Vikas Yojana
- Support to Training and Employment Program for Women (STEP)
- Trade Related Entrepreneurship Assistance and Development
- Argi based schemes
- Schemes for women entrepreneurs

- 60 lakh no tax scheme

Unit III **Organisation Assistance**

1. Special Economic Zones
2. Industrial Park
3. Khadi and Village Industries Commission.
4. MIDC
5. DMIC

Unit IV **Business Environment**

- Introduction of business environment
- Elements of business environment
- External and internal environment
- Business ethics & Corporate governance

Course Outcomes: After completing the course, students will able to:

CO1	Identify the suitable Government scheme for funding their business idea
CO2	Register a firm Proprietorship, Partnership Firm, Trust, Startup
CO3	Fill a tender
CO4	Prepare a partnership deed or rent deed

Reference Books:

1. "The Manual for Indian Start ups", Bijoy Ghosh
2. "Start up projects for Entrepreneurs", NPCS Board of Consultants & Engineers, NIIR PROJECT CONSULTANCY SERVICES

Paper IV: Creativity	
Teaching Scheme: Lectures: 02 Hrs/Week Tutorials: 01 Hrs/Week Practical: 01 Hrs/Week	Examination Scheme Class Test: 15 Marks Teachers Assessment : 25 Marks End Semester Exam : 60 Mark

Detailed Syllabus:

Unit I Creating and Starting the venture:

- Need based business opportunity identification.
- Forms of business organization
- Creativity and innovation
- Mental blocks
- Steps in creativity process
- Techniques for improving creativity
- Sources of new idea, methods of generating ideas
- Opportunity identification and selection process
- Feasibility study- industry / market / technical / operational / financial,

Unit II Preparation of Project Report:

- Project identification
- Project profile
- Strategy formulation
- Technical analysis
- Financial analysis
- Market survey

Unit III Quick Start Method:

- Freelance

- Franchising
- Turn key business
- Multilevel Marketing
- Family business management

Unit IV Intellectual Property Rights

- Introduction of IPR
- Concepts of IPR
- Patents- meaning, types, process.
- Copyrights- meaning, types, process.
- Trademarks- meaning, categories, benefits, registration
- Industrial design
- Trade secret, enforcement of IPR.

Course Outcomes: After completing the course, students will able to:

CO1	Take a live problem and find a solution on that problem
CO2	Write a report for a company
CO3	File a patent for a particular product
CO4	Identify the Business opportunities of 21 st century

Reference Books:

1. "Current Trends in Entrepreneurship", S. Mohan, R Elangovan, Deep & Deep Publication pvt ltd
2. "Technology Entrepreneurship Taking Innovation to The Marketplace", Thomas N Duening, Robert D. Hisrich, Michael A Lechter, Elsevier Publication
3. "Creative Boot Camp", Stefan Mumaw
4. "How to Patent an idea in India", Prasad Karhad

Paper V: Entrepreneurial Spectrum

Teaching Scheme: Lectures: 02 Hrs/Week Tutorials: 01 Hrs/Week Practical: 01 Hrs/Week	Examination Scheme Class Test: 15 Marks Teachers Assessment : 25 Marks End Semester Exam : 60 Mark
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Detailed Syllabus:

Unit I **Women Entrepreneurship**

- Concept of women entrepreneur, functions, problems
- Growth of women entrepreneurship
- Development of women entrepreneurship
- Limitation to women entrepreneurship.

Unit II **Rural Entrepreneurship**

- Meaning, need of rural entrepreneurship
- Problems of rural entrepreneurship
- Development of rural entrepreneurship
- NGOs and rural entrepreneurship

Unit III **Social Entrepreneurship**

- Introduction, meaning of social entrepreneurship
- Prospective of social entrepreneurship
- Social entrepreneurship in practice
- Boundaries of social entrepreneurship.

Unit IV **Agri-preneurship**

- Meaning, need for developing Agri-preneurship
- Opportunities and challenges of Agri-preneurship.

Unit V **Family business**

- Meaning, types, advantages and disadvantages of family business
- Major challenges faced by family business in India.
- Exponential to grow family business.

Unit VI **Service or Trading Entrepreneurship**

- Introduction to Service Entrepreneurship
- Types of Services
- Innovation in Services

Course Outcomes: After completing the course, students will able to:

CO1	Find out the Advantages and Disadvantages of different types of Business
CO2	Differentiate among types of Business Models
CO3	Develop a social perspective about Business
CO4	Help their families to excel in the existing Business

Reference Books:

1. “Entrepreneurship Development”, Dr. S.S. Kanka, S.Chand publication
2. “Entrepreneurship Development”, E.Gordan, K.Natarajan, , Himalaya publication house

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