

Shri Petlad Education Trust Managed
Shri R. K. Parikh Arts and Science College, Petlad
Add-on Certificate Course

Course Title : Entrepreneurship Development
Coordinator : Dr. A.N. Patel
Department : Economics
Duration : 30 Hours (Theory: 20 hrs., Project Work: 10 hrs.)

Course Content:

1. What is Entrepreneurship?
2. Who is an Entrepreneur?
3. Types of Entrepreneurs
4. Innovative Entrepreneurs
5. Roles of an Entrepreneur: Economic Change, Social Change, Technological Change
6. The Entrepreneurial Mindset and Personality
7. Functions of an Entrepreneur and Characteristics of Entrepreneur
8. Approaches to entrepreneurship
9. Strategic Management and Entrepreneur
10. Entrepreneurship Challenges in 21st. Century
11. The Entrepreneurial Motivations
12. Project Work

Outcomes:

- Entrepreneurs are the innovators that stimulate job growth, economic growth and development that allows any country to compete with and in the global economy.
- India, being far more developed and forward looking country than some of the third world countries, can provide lead to entrepreneurial development activities. The purpose of exposing the students to entrepreneurship is to motivate them to look at entrepreneurship as a viable, lucrative and preferred career.
- After the completion of the course, the students will be able toHave the ability to discern distinct entrepreneurial traits. Know the parameters to assess opportunities and constraints for new business ideas. Understand the systematic process to select and screen a business idea. Design strategies for successful implementation of ideas.

Objectives:

- The students develop and can systematically apply an entrepreneurial way of thinking that will allow them to identify and create business opportunities that may be commercialized successfully.

References:

- Entrepreneurship: Strategies and Resources, 3/E -: Marc Dollinger; Prentice Hall
- Bringing New Technology to Market- Kathleen R. Allen, Prentice Hall
- Entrepreneurship in Action, 2/E - Mary Coulter; Prentice Hall
- <http://ediindia.ac.in/e-policy/> [Entrepreneurial Policy India]
- http://en.wikipedia.org/wiki/List_of_venture_capital_companies_in_India [Venture Capital]
- indiavca.org/venture-capital-in-india.html [Venture Capital]
- www.indianangelnetwork.com/ [Angel Investing] 5. www.startbizindia.in/angel_investors_india.php [ANGEL INVESTING]