



# **SOURASHTRA COLLEGE, MADURAI – 625004**

(An Autonomous Institution Re-accredited with 'A' grade by NAAC)

## **DEPARTMENT OF BUSINESS ADMINISTRATION**

### **CERTIFICATE COURSE IN ENTREPRENEURSHIP SKILL**

#### **DEVELOPMENT – SYLLABUS**

(Under CBCS based on OBE)

399

COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
24CBNC81	ENTREPRENEURIAL SKILLS – I	CERTIFICATE COURSE	-	20 Hrs.	-

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II	-	100	-	100

NATURE OF COURSE	Employability <input checked="" type="checkbox"/>	Skill Oriented <input checked="" type="checkbox"/>	Entrepreneurship <input checked="" type="checkbox"/>
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#### **COURSE DESCRIPTION:**

This course provides students with practical insights into entrepreneurship by engaging in industrial visits and interviewing successful entrepreneurs. It focuses on bridging theoretical knowledge with real-world business practices, fostering critical skills for aspiring entrepreneurs.

#### **COURSE OBJECTIVE:**

The Entrepreneurship Skill Development course aims to provide students with a comprehensive understanding of entrepreneurial practices through hands-on learning experiences. By integrating industrial visits and interviews with successful entrepreneurs, the course seeks to:

#### **COURSE OUTCOMES (CO)**

No.	Course Outcome	Knowledge Level (According to Bloom's Taxonomy)
CO 1	Understand entrepreneurship skill and its significance.	Upto K3
CO 2	Conduct comprehensive environmental analyses.	Upto K3
CO 3	Formulate and implement effective strategies	Upto K3
CO 4	Monitor and evaluate strategic initiatives.	Upto K3
CO 5	Overcome barriers to strategic change.	Upto K3

K1– KNOWLEDGE (REMEMBERING), K2–UNDERSTANDING, K3–APPLY



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#### **ENTREPRENEURIAL SKILLS – I**

1. **Expose students to real-world business operations:** Through organized industrial visits, students will observe business models, processes, and innovation strategies in action across various industries, enhancing their practical understanding of entrepreneurship.
2. **Develop entrepreneurial mindset and critical thinking:** Engaging in interviews with entrepreneurs will allow students to learn directly from the experiences, challenges, and successes of established business leaders, fostering an entrepreneurial mindset and problem-solving skills.
3. **Enhance communication and networking skills:** By interacting with industry professionals and entrepreneurs, students will improve their communication, networking, and interpersonal skills—key attributes for aspiring entrepreneurs.
4. **Bridge theory and practice:** The course will connect theoretical business concepts with real-world practices, offering students a deepened understanding of the dynamics involved in starting and running a business.
5. **Cultivate creativity and innovation:** Observing businesses and discussing with entrepreneurs will inspire students to think creatively, recognize opportunities for innovation, and explore ways to turn ideas into successful ventures.
6. **Prepare for entrepreneurial challenges:** Through practical experiences and insights from industry leaders, students will gain an understanding of the challenges, risks, and rewards of entrepreneurship, preparing them to take on entrepreneurial ventures confidently.
7. **Foster a global perspective on entrepreneurship:** Exposing students to various industries and types of entrepreneurs will help them recognize the global nature of entrepreneurship and the diverse approaches that lead to success.

#### **NOTE:**

This Subject is recommended to be practically evaluated by the Subject handling Staff with Chairman

#### **STUDENTS WILL BE EVALUATED BASED ON**

- Industrial Visit and Reporting- 50 Marks
- Interviewing the entrepreneurs – 50 Marks
- **40 Marks will be passing minimum.**



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#### **TEXT BOOKS:**

1. P.Sarvanavel and Sumathi, *Entrepreneurial Development*- Margham Publication
2. Vasanth Desai and Urmila Rai, *Entrepreneurship Development* – Himalaya Publishing House

#### **Mapping of CO with PSO**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	2	3	2	2	3
CO2	2	2	3	2	3	2
CO3	2	2		2	2	
CO4	2	3	2	2		3
CO5	2	2	3		2	2

3. Advanced Application    2. Intermediate Development    1. Introductory Level

**COURSE DESIGNER: Dr. T.R. JEEVA PRIYA**



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#### **DEVELOPMENT – SYLLABUS**

(Under CBCS based on OBE)

402

COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
24CBNC81	ENTREPRENEURIAL SKILLS – II	CERTIFICATE COURSE	-	20 Hrs.	-

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II	-	100	-	100

NATURE OF COURSE	Employability <input checked="" type="checkbox"/>	Skill Oriented <input checked="" type="checkbox"/>	Entrepreneurship <input checked="" type="checkbox"/>
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#### **COURSE DESCRIPTION:**

This course focuses on developing entrepreneurial skills by analyzing case studies of successful entrepreneurs. Students will gain practical insights into key business strategies, decision-making processes, and innovative approaches, enabling them to apply real-world knowledge to their own entrepreneurial ventures.

#### **COURSE OBJECTIVE:**

The Entrepreneurial Skill Development course aims to provide students with a deep understanding of entrepreneurial strategies and practices through the analysis of case studies on successful entrepreneurs. The course objectives include:

#### **COURSE OUTCOMES (CO)**

No.	Course Outcome	Knowledge Level (According to Bloom's Taxonomy)
CO 1	Identify key factors that contributed to entrepreneurial success	Upto K3
CO 2	Examine real world business challenges faced by entrepreneurs	Upto K3
CO 3	Formulate and implement strategic decisions based on the lessons from case studies	Upto K3
CO 4	Cultivate creative thinking and innovative approaches	Upto K3
CO 5	Hands on knowledge on entrepreneurial process	Upto K3

K1– KNOWLEDGE (REMEMBERING), K2–UNDERSTANDING, K3–APPLY



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#### **ENTREPRENEURIAL SKILLS – II**

1. **Analyze real-world entrepreneurial success:** By studying detailed case studies of successful entrepreneurs, students will gain insights into their decision-making processes, challenges, and strategies for overcoming obstacles.
2. **Enhance problem-solving skills:** Students will develop the ability to critically analyze and evaluate business scenarios, identifying key factors that contribute to entrepreneurial success and failure.
3. **Apply theoretical knowledge to practice:** The course encourages students to apply business concepts to real-life examples, strengthening their ability to translate theory into actionable entrepreneurial skills.
4. **Develop strategic thinking and innovation:** Through the study of entrepreneurial journeys, students will cultivate creative and strategic thinking, learning how to identify opportunities, innovate, and scale businesses.
5. **Foster decision-making and risk management:** By examining case studies, students will learn how entrepreneurs make critical decisions, manage risks, and adapt to dynamic business environments.
6. **Promote entrepreneurship mindset:** The course aims to inspire students to think like entrepreneurs, fostering a mindset of resilience, adaptability, and forward-thinking in their personal and professional pursuits.
7. **Prepare for real-world entrepreneurial challenges:** Through the study of diverse entrepreneurial cases, students will be better prepared to face challenges in their entrepreneurial ventures, equipped with practical knowledge and problem-solving techniques.

#### **NOTE:**

- This Subject is recommended to be practically evaluated by the Subject handling Staff with Chairman

#### **STUDENTS WILL BE EVALUATED BASED ON**

- Case Study Presentation - 50 Marks
- Case Report – 50 Marks
- **40 Marks will be passing minimum.**

#### **TEXT BOOKS:**

1. CB Gupta and NP Srinivasan, Entrepreneurial Development- Sultan Chand & Sons
2. UV Joshi MK Patel and AJ DSouza, Entrepreneurship Case studies with respect to Indian scenario– Amazon Kindle Edition

#### **Mapping of CO with PSO**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	2	3	2	2	3
CO2	2	2	2	2	3	2
CO3	3			2	2	
CO4	2	3	2	3		2
CO5	2	2	3		2	2

3. Advanced Application    2. Intermediate Development    1. Introductory Level

**COURSE DESIGNER: Dr. T.R. JEEVA PRIYA**