

Centre for Continuing Education (CCE), SVNIT, Surat
Value Added Certificate Course
Innovation & Entrepreneurship
Course Content

SR .N O.	TOPICS
1	<p>INTRODUCTION TO CONCEPTS OF ENTREPRENEURSHIP:</p> <ul style="list-style-type: none"> ➤ Scope of Entrepreneurship, Definitions of Entrepreneurship and entrepreneur, Characteristics of an Entrepreneur, Entrepreneurial Development models and Theories, Entrepreneurs Vs Managers ➤ Classification of Entrepreneurs ➤ Major types of Entrepreneurship – Techno Entrepreneurship, Women Entrepreneurship, Social Entrepreneurship, Intrapreneurship (Corporate entrepreneurship, Rural Entrepreneurship, Family Business etc. ➤ Problems for small scale enterprises and Industrial Sickness ➤ Entrepreneurial Tests ➤ Entrepreneurial Environment – Political, Legal, Technical, Natural, Economic, Socio – cultural etc.
2	<p>INFORMATION SUPPORT SYSTEM:- Government schemes, NGO, state/central motivation Policy, CED, IDI, EDI, MSME, etc</p>
3	<p>BUSINESS OPPORTUNITY IDENTIFICATION:- Types of organization, Market Scenario, Customer Attitude, Change in technology, Media information system, product classification, Location Merit De-Merit, Govt. Policy flexibility, environment, Demand supply gap, etc</p>
4	<p>FUNCTIONAL MANAGEMENT AREA IN ENTREPRENEURSHIP:</p> <ul style="list-style-type: none"> ➤ <u>Marketing Management:</u> Core Concepts Of Marketing, Marketing Mix (4p), Segmentation – Targeting – Positioning, Marketing Research, Marketing Information System, Concept Of International Marketing, Difference Between Domestic Marketing & International Marketing, Buying Behavior ➤ <u>Operations Management:</u> Introduction To Operations Management, Types Of Operation Systems, Types Of Layouts, Material Handling, Purchasing & Store System, Inventory Management, Location problem ➤ <u>Personnel Management:</u> Roles & Functions Of Personnel Manager, Recruitment, Selection, Training, Industrial Dispute, Collective Bargaining ➤ <u>Financial Management:</u> Goal Of Financial Management, Key Activities In Financial Management, Organization Of Financial Management, Financial Institutions, Financial Instruments, Sources Of Finance, Ratio Analysis, Capital Budgeting, Working capital Management
5	<p>INNOVATION & MOTIVATION:- Concept of Idea, Motivation Factors, Brain Storming, Incentives, Product innovation, Value potential, R & D importance, customer choice, motivational theory, etc.</p>
6	<p>BUSINESS PLAN:- Project Report, Information related to product, cost elements, product process, plant & machinery, Finance sources, secured/unsecured loan,</p>

	Logistics aspects, etc
7	SMALL BUSINESS MANAGEMENT:- Types of organization, policy, resources management, Job specification, job description, recruitment policy, welfare, MIS system, etc.
8	STATUTORY REQUIREMENT:- Statutory laws of state & central Govt. for Registration, ESI, Factory Act 1948, etc.
9	PATENT, COPY RIGHT & TRADE MARK LAWS:- Patent Acts for Design, IC circuit layout, Literacy, Art, copy right, Trade mark, PCT, Patent definition, patentable & non-patentable, merits & de-merits, Patent procedure, Monitoring system, Govt. agencies, patent norms, etc