

MANONMANIAM SUNDARANAR UNIVERISTY,  
TIRUNELVELI-12



**SYLLABUS**

**CERTIFICATE COURSE IN ENTREPRENEURSHIP**

| <b>Subject Status</b> | <b>Subject Title</b>                   | <b>Subject Code</b> |
|-----------------------|--|---------------------|
| Core                  | Entrepreneurship an Introduction       | CENT1               |
| Core                  | Institutional Finance to Entrepreneurs | CENT2               |
| Project               | Project Work                           | CENTP1              |

# **ENTREPRENEURSHIP AN INTRODUCTION**

## **Unit 1**

Meaning – Definitions-Development-Functions-Importance-Barriers-Types-Nature and importance of Entrepreneurship-

## **Unit 2**

Entrepreneur Development Programmes – Objects – Process – Phases – Institutions.

## **Unit 3**

**Concepts** of women Entrepreneurs – Factors influencing women Entrepreneurs – Types of women Entrepreneurs – Male Entrepreneurs VS Female Entrepreneurs – Women Entrepreneurs in India.

## **Unit 4**

Entrepreneurial Motivation – Characteristics – Characteristics of successful Entrepreneurs – Motivation – Motivation Theories – Motivating factors.

## **Unit 5**

Types of industries – Small scale – Tiny – Ancillary – Cottage Industries.

## **References:**

1. Entrepreneurial Development – Dr. Radha, Prasanna & Co. Chennai
2. Entrepreneurship Development in India – Dr. C. B. Gupta, Dr. N. P. Srinivasan, Sultan Chand & Sons, New Delhi
3. Entrepreneurship Development – E. Gordon and K. Natarajan, Himalaya Publications, New Delhi

# **INSTITUTIONAL FINANCE TO ENTREPRENEURS**

## **Unit 1**

Institution and schemes of Govt. Of India – NABRD – IDBI – IFCI – ICICI – EXIM Bank - ECGC

## **Unit 2**

Institutions and schemes of Tamilnadu – State Level Financial Corporation – SIDCO – TN Women Development Corporation – TN Adi Dravidar Housing Development Corporation.

**Unit 3**

DIC – DRDA – Local Bank – Rules – Schemes and Programs

**Unit 4**

Training Organizations of Schemes for Entrepreneurs

**Unit 5**

Incentives and Concessions to Entrepreneurs

**Reference:**

1. Entrepreneurial Development – Dr. Radha, Prasanna & Co. Chennai
2. Entrepreneurship Development in India – Dr. C. B. Gupta, Dr. N. P. Srinivasan, Sultan Chand & Sons, New Delhi
3. Entrepreneurship Development – E. Gordon and K. Natarajan, Himalaya Publications, New Delhi

## **PROJECT WORK**