

DEPARTMENT OF
ADULT, CONTINUING EDUCATION & EXTENSION



महात्मा ज्योतिबा फुले
रुहेलखण्ड विश्वविद्यालय, बरेली

**Course Structure & Syllabus of
P.G. Diploma in Entrepreneurship Development
(W.e.f. Academic Session: 2024-25)**

**Faculty of Humanities and Social Sciences
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P.G. Diploma in Entrepreneurship Development (PGDED)

Introduction:- The "Post Graduate Diploma in Entrepreneurship Development" (PGDED) course is running in the Department of Adult Continuing Education and Extension Faculty of Humanities and Social Sciences, MJPRU, Bareilly. This course is suited for people who are interested in starting their own business and wants to improve their knowledge in the field of business sectors. This program enhances the knowledge and skill development which is essential to succeed in entrepreneurship. This course covers various aspects of business development.

Programme Description:- The PGDED is a one (1) year full time regular course, divided into two semesters. The course designed to equip individuals with the conceptual knowledge and practical skills necessary to succeed in a business field. The course covers all the learning areas which are necessary for start own business such as how to identify, refine, manage risk and uncertainty and secure market opportunities, as well as innovation, financial requirement, rules of business marketing and the challenges and future prospects of entrepreneurship. Ultimately, this diploma course will be important for the students, not only for their own employment but also they play an important role in employment generation and economic development of the country.

Objectives of the Programme:- The course involves the development of business plan, basic concepts of entrepreneurship, EDI, role of banks and challenges in entrepreneurship development in India and development of entrepreneurship skills, tools and techniques.

It also involves the development of the entrepreneurship project and business management, SWOC and cost benefits analysis, demand assessment, how to manage uncertainty and entrepreneurship behaviour followed by action based learning such as project, dissertation and field work and viva-voce.

This step will help students to develop a sense of self-awareness that will allow them to make good business decisions. Ultimately, the aim of this course is to empower students to start and sustain their own businesses. The diploma is an excellent choice for students who want to pursue a career in the business field.





Course Outcome and Future Scope:-

To generate creative and innovative ideas as well as entrepreneurial solutions to the business problems.

Develop skill quality and abilities in relationship building; teamwork and decision making.

This program helps to build a leadership quality among students.

To equip students with the understanding of entrepreneurship development and to enable them to provide an insight into the new venture management.

The aim of this course is to inculcate knowledge among students about the formation, operation and management of MSMEs.

Besides enhancing the student's knowledge, this course also helps in boosting his/her career prospects.

This course will help the students to develop an idea and work on its start their own business.

By enhancing the entrepreneurial mindset of students, these programs will also enhance their potential to create jobs and improve the quality of life.

Future Scope:-

These are just some of the many benefits of a Postgraduate Diploma in Entrepreneurship Development course. In nutshell Entrepreneurship Development has a wide scope, and its course outcomes reflect its relevance in today's society. This program aims to train the future generation of entrepreneurs. It provides students with the skills and knowledge to start a business both in India and abroad. After completing the program, student can choose to work as a consultant, Human resource officer, and assistant manager in multinational companies. Moreover, the P. G. Diploma in Entrepreneurship Development opens the door to many different career paths.

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**Detail Programme of P.G. Diploma in Entrepreneurship Development
(PGDED)**

SEMESTER – I

Paper	Paper Code	Title of The Paper	Marks			Credits
			Internal Assessment	Sem. End Exam	Max. Marks	
I	50851	Entrepreneurship Development in India-I	40	60	100	04
II	50852	Development of Entrepreneurship Skills-I	40	60	100	04
III	50853	Entrepreneurship and Management of MSMEs	40	60	100	04
IV	50854	Survey Methods	40	60	100	04
V	60851	Field Work & Viva-Voce	--	--	100	04

SEMESTER – II

Paper	Paper Code	Title of The Paper	Marks			Credits
			Internal Assessment	Sem. End Exam	Max. Marks	
I	50856	Entrepreneurship Development in India-II	40	60	100	04
II	50857	Development of Entrepreneurship Skills-II	40	60	100	04
III	50858	Entrepreneurship Behaviour and Management	40	60	100	04
IV	50859	Tools & Techniques of Data Analysis	40	60	100	04
V	60852	Dissertation/Project Work & Viva-Voce	-	-	100	04

**Course Structure & Syllabus of
P.G. Diploma in Entrepreneurship Development
SEMESTER-I**

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Paper – I
Entrepreneurship Development in India-I

Unit- 1: Basic concepts and overview of Entrepreneurship; Meaning and importance of Entrepreneurship; Evolution and Growth of Entrepreneurship in India; Factors influencing entrepreneurship: (Psychological, social, Economic and Environmental).

Unit-2: Framework of Entrepreneurship Theories; Types of entrepreneurs: According to type of business, according to type of Technology and according to type of Growth.

Unit-3: Entrepreneurial Development Programmes (EDP) in India-concepts, need and phases; Conducting entrepreneurial development programmes in India and its Progress in Rural and Urban Areas.

Unit-4: Entrepreneurship and Economic Development; Role of an entrepreneur in economic growth as an innovator; Characteristics of a successful entrepreneur;

Unit- 5: Problems, and Challenges of Entrepreneurship in India.

Suggested Readings:

- 1- David A.Kirby, "Entrepreneurship", Tata Mc. Graw Hills.
- 2- Jasmer singh Sain, "Entrepreneurship and small Business", Deep and Deep publication
- 3- Shankar Raj, "Entrepreneurship Theory and Practice", Vijay Nicole Imprints Pvt. Ltd.
- 4- Khanka, S.S, "Entrepreneurship Development", S. Chand & company, New Delhi
- 5- Vasant Desai, "Fundamentals of Entrepreneurship", Himalaya Publishing House, New Delhi
- 6- B.G. Patel, "Entrepreneurship Development in India", Mittal Pub. New Delhi.
- 7- C.B.Gupta and Srinivasan, N.P., "Entrepreneurship Development in India: Text & Cases", Sultan Chand & Sons, New Delhi.
- 8- P.M. Charantinath, "Entrepreneurship Development and Small Business Management", Pearson Edu.
- 9- Ashutosh Priya et.al, "Business Management & entrepreneurship", Orange Book, Chattisgarh
- 10- Ashutosh Priya et.al, "Creativity, Innovation & Entrepreneurship", Sohem Pub. Bareilly.
- 11- Ashutosh Priya, "Economics of Innovation," Sohem Pub. Bareilly

INSTRUCTIONS FOR PAPER SETTER

The question paper would be of 60 marks and consists of two section A & B A section will be of 30 marks which have six question and attempt any three, each question of 10 marks and sec. B will be of 30 Marks consists 04 question in which any two are attempted by the students. Exam duration will be Two (2) Hours (According to MJP Rohilkhand University Bareilly, Letter no. RU/Acad./2024/116-19 dated 07.08.2024)



Paper – II

Development of Entrepreneurship Skills- I

Unit-1: Entrepreneurship and Indian Social System; Entrepreneurial Characteristics and Skills; Creativity and Entrepreneurship.

Unit- 2: Goal setting and problem solving:- Building new identity; Goal setting; creativity and Problem Solving; Meaning, Significance and Relevance of Entrepreneurial Counselling and Business Opportunity Guidance (BOG);

Unit- 3: Identification Techniques of Gainful Business Opportunities; Enterprise Launching Procedure and Formalities involved in case of Manufacturing; Trading and Servicing Entrepreneurship

Unit-4: Skill of an Entrepreneur; Entrepreneurial Skills and Entrepreneurship Promotion; Entrepreneurs skills and Competencies; Case study of successful entrepreneurs in India.

Unit-5: Entrepreneurial motivation:- Maslow's Theory, Herzberg's theory; Entrepreneurship motivation and need for achievement and its Impact on Creation of new entrepreneurship and proliferation of generated entrepreneurship; Entrepreneurial Decision Making:- Steps in Decision Making and Problem solving.

Suggested Readings:

- 1- N. P. Singh, "Changing Pattern of Entrepreneurship", IED, Lucknow.
- 2- T. A. Emburg, "Industrial Entrepreneurs among Committees in India", Cambridge.
- 3- P.F. Drucket, "Innovation and Entrepreneurship"
- 4- Efficacy of Incentives for Small Scale Entrepreneurs. IDBI, Bareilly
- 5- Udhymita: A Monthly Journal Published by EDI, Lucknow.
- 6- Ashutosh Priya et.al, "Business Management & entrepreneurship", Orange Book, Chattisgarh
- 7- Ashutosh Priya et.al, "Creativity, Innovation & Entrepreneurship", Sohem Pub. Bareilly.

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Paper – III
Entrepreneurship & Management of MSMEs

Unit-1: Meaning and definition of Micro, Small and Medium Enterprises; Scope and Trends of Small Enterprises; Significance of MSMEs; Characteristics of Small Scale Industries and their role in India's Economic development.

Unit-2: Importance of Entrepreneurship in Growth of Employment and development in an economy; Rural Entrepreneurship in India; Issues and Challenges of Women Entrepreneurship in India.

Unit- 3: Financial assistance by different agencies: Role of Financing Agencies in set-up a Enterprises; Institutional and Non-Institutional Financing agencies in India; IDBI, IFCI, SIDC, The small Industrial Development Bank of India (SIDBI), Commercial Banks; NABARD; Co-operative Societies.

Unit-4: Role of other agencies in the development of MSMEs; Entrepreneurship Development Institute of India; Khadi and Village Industries (KVIC); District Industrial Centres (DICs).

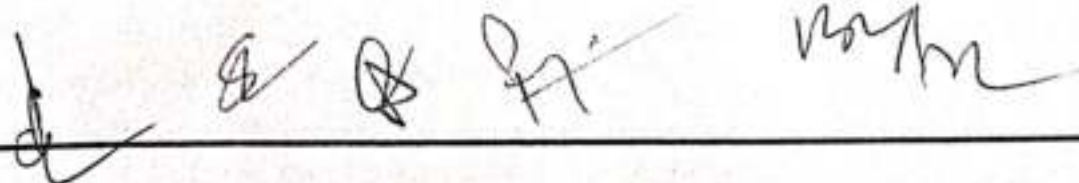
Unit- 5: Policies and Programmes relating to MSME sector; MSME Act; Issues and Challenges of Small and Medium enterprises in Uttar Pradesh.

Suggested Readings:

- 1- C.B.Gupta and S.S. Khanka, "Entrepreneurship and Small Business Management", Sultan Chand and Sons, New Delhi
- 2- M.B. Shukla, "Entrepreneurship and Small Business Management", Kitab Mahal, Allahabad
- 3- A. Sahay and V. Sharma, "Entrepreneurship and New Venture Creation", Excel Books, New Delhi
- 4- V. Desai, "Dynamics of Entrepreneurial Development and Management", Himalaya Publishing House
- 5- V. Desai, "Small Scale Industries and Entrepreneurship", Himalaya Publishing House
- 6- Dutt and Sundaram, "Indian Economy" (Both Hindi and English)
- 7- Mishra and Puri, "Indian Economy", Himalaya Pub. New Delhi. (Both Hindi and English)
- 8- Publication of MSME, Govt. Of India

INSTRUCTIONS FOR PAPER SETTER:

The question paper would be of 60 marks and consists of two section A & B A section will be of 30 marks which have six question and attempt any three, each question of 10 marks and sec. B will be of 30 Marks consists 04 question in which any two are attempted by the students. Exam duration will be Two (2) Hours (According to MJP Rohilkhand University Bareilly, Letter no. RU/Acad./2024/116-19 dated 07.08.2024)



Paper- IV Survey Methods

Unit-1: An Introduction of Research:- Basic Concepts; Business Research; Stages of the Business Research; Problem Identification and its Importance; Objectives and Types of Research; Need and Significance of Business Research and Market Survey.

Unit-2: Classification of Research Design; Exploratory, Action Research; Experimental Research, Descriptive and Conclusive Research Design.

Unit-3: Sampling Design:- Types of Sampling, Need, Importance and Characteristics of sampling; Census and population.

Unit-4: Methods of Data Collection; Primary Data; Secondary Data; Nature, Importance and Advantages of Data; Tools and Techniques of Data Collection- Schedule, Interview, Questionnaire and Opinionnaire for market survey.

Unit- 5: Hypothesis- Basic Concepts and formulation; Null hypothesis, Alternative Hypothesis; Hypothesis Testing:- Concepts and Procedures.

Suggested Readings:

- 1- N. K. Malhotra and S. Dash, "Marketing Research", 6th Edn. Pearson.
- 2- U. Sekaran and R. Bougie, "Research Methods for Business", Willey Eastern
- 3- C. R. Kothari, "Research Methodology", New Age International, New Delhi
- 4- W. L. Winston, "Marketing Analytics", Willey
- 5- Vasant Desai, "The Dynamics of Entrepreneurial development and Management", Himalaya Pub. New Delhi.

INSTRUCTIONS FOR PAPER SETTER:

The question paper would be of 60 marks and consists of two section A & B A section will be of 30 marks which have six question and attempt any three, each question of 10 marks and sec. B will be of 30 Marks consists 04 question in which any two are attempted by the students. Exam duration will be Two (2) Hours (According to MJP Rohilkhand University Bareilly, Letter no. RU/Acad./2024/116-19 dated 07.08.2024)

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Paper- V
Project/ Field Work & Viva-Voce

Instructions:

- 1- Project/ Field work will carry 100 marks.
- 2- The candidate will submit four copies of their Field work or project report
- 3- Students can choose any one of the areas of their field research study

The following topics shall be covered in the Field work / research:

- 1- Study of the progress of Entrepreneurship Development on Urban Cluster
- 2- Case study of any successful entrepreneurs of your region
- 3- SWOC analysis of an Enterprise
- 4- Consumer Decision making process and behaviour in relation to a local vs. Branded consumable items or product.
- 5- Government Policies for promotion of a local entrepreneurs
- 6- Current problems faced by local small and cottage industry
- 7- Planning and promotion activities for a local product manufacturer
- 8- How to start a start-ups in your regions
- 9- Innovation and entrepreneurship
- 10- Entrepreneurship and employment
- 11- Problems for women entrepreneurs
- 12- Challenges of infrastructure facilities to start an enterprises
- 13- And many more areas; relevant ideas and subjects can be taken which are not listed above

ASSESSMENT WILL BE BASED ON PRESENTATION & VIVA-VOCE

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**Course Structure & Syllabus of
P.G. Diploma in Entrepreneurship Development
SEMESTER-II**

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Paper – I
Entrepreneurship Development in India-II

Unit- 1: Understanding Entrepreneurial History; Government Policies and Strategies framed and implemented to encourage the promotion and development of entrepreneurship in India.

Unit-2: Emerging trends in entrepreneurship development; Corporate Entrepreneurship; Rural Entrepreneurship; Social entrepreneurship in India; Women Entrepreneurship.

Unit-3: Entrepreneurial culture; Entrepreneurial society; Family entrepreneurship; Entrepreneurial Infrastructure and environment in Indian economy.

Unit-4: Entrepreneurship and innovation; Difference between entrepreneurship and traditional business; Characteristics and need of innovation; Business opportunities in the reference of Uttar Pradesh State.

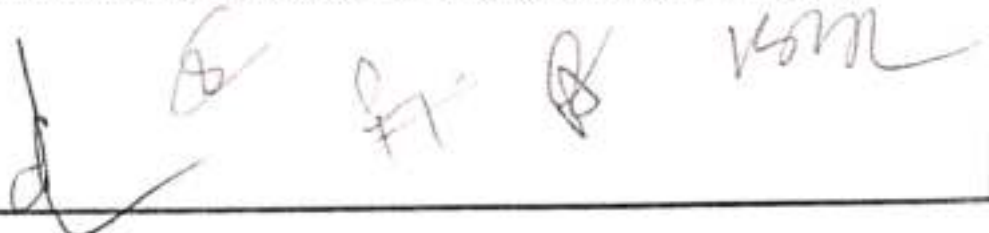
Unit- 5: Changing role of entrepreneurs in India; Start-up policy; Framework and Incentives; Entrepreneurial growth and competitive advantages; Entrepreneurship Development Programmes in India.

Suggested Readings:

- 12- David A.Kirby, "Entrepreneurship", Tata Mc. Graw Hills.
- 13- Jasmer singh Sain, "Entrepreneurship and small Business" , Deep and Deep publication
- 14- Shankar Raj, "Entrepreneurship Theory and Practice" , Vijay Nicole Imprints Pvt. ltd.
- 15- Khanka, S.S, "Entrepreneurship Development", S. Chand & company, New Delhi
- 16- Vasant Desai, "Fundamentals of Entrepreneurship", Himalaya Publishing House, New Delhi
- 17- B.G. Patel, "Entrepreneurship Development in India", Mittal Pub. New Delhi.
- 18- Pawan Kumar Sharma, "Development Banks and Entrepreneurship Promotion in India", Mittal Pub., New Delhi
- 19- B.G. Patel, "Entrepreneurship Development in India", Mittal Pub., New Delhi.
- 20- R.R. Khan, "Entrepreneurial Management", School of Management, Bombay.
- 21- Annual Report of EDI, Ahemadabad.
- 22- Guide to Start ups - Taxmann

INSTRUCTIONS FOR PAPER SETTER:

The question paper would be of 60 marks and consists of two section A & B A section will be of 30 marks which have six question and attempt any three, each question of 10 marks and sec. B will be of 30 Marks consists 04 question in which any two are attempted by the students. Exam duration will be Two (2) Hours (According to MJP Rohilkhand University Bareilly, Letter no. RU/Acad./2024/116-19 dated 07.08.2024)



Paper – II

Development of Entrepreneurship Skills- II

Unit-1: Market survey techniques:- Market assessment; Methods of market survey and sources of market information; Challenges of new venture strategies; Sources of finance and problems; Risk taking behaviour.

Unit-2: Tools and Techniques of Encouraging Entrepreneurial Skills:- Technical, Financial, Management, Marketing, Legal, Accounting, Human, Social and Computer Application etc., Science and Art of Managing Entrepreneurial Skills

Unit-3: Digital marketing and internet marketing; Issues and challenges; E-Commerce; Electronic Payment Systems.

Unit-4: Identification of investment opportunities;- Generation and screening of project ideas, Capital budgeting; Market analysis and demand forecasting; Economic Analysis:- Social cost benefit; Environmental analysis of projects. Break-even analysis; Fund flow and cash flow.

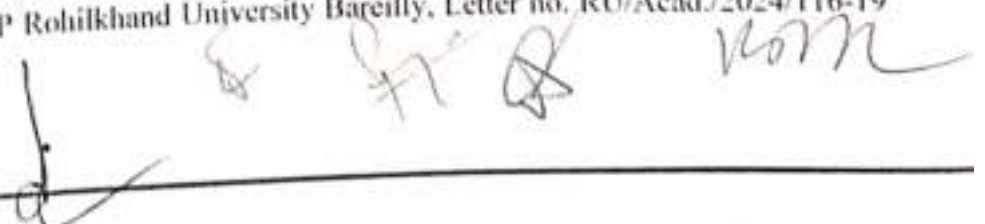
Unit-5: Consumer protection Act; Consumer forum, State commission and National Commission; Consumer rights; Right to be informed; Right to consumer education; Right to healthy environment; Environmental Policy; Environmental Protection Act-1986

Suggested Readings:

- 1- Candra P "Projects- Planning, Analysis, Financing, Implementation and Review", TataMcgraw Hill, New Delhi.
- 2- Gordon L. A and George EP " Improving Capital Budgeting- A Decision Support_System Approach" Addison-Wesley Publishing Co. Massachusetts.
- 3- Desai V "Project Management " Himalaya Publishing House.
- 4- Singh N "Project Management and Control" Himalaya Publishing House.
- 5- Gupta C.B. and Srinivasan N.P. "Entrepreneurship Development in India" Sultan Chandand Sons.
- 6- N. P. Singh, "Changing Pattern of Entrepreneurship", IED, Lucknow.
- 7- T. A. Emburg, "Industrial Entrepreneurs among Committees in India", Cambridge.
- 8- P.F. Drucket, "Innovation and Entrepreneurship"
- 9- Efficacy of Incentives for Small Scale Entrepreneurs, IDBI, Bareilly
- 10- Udhyanita: A Monthly Journal Published by EDI, Lucknow.
- 11- David Whitley, "E-Commerce", Tata Mc Graw Hill, New Delhi.
- 12- K.C. Laudan and Trauer, "E-Commerce, Business Technology and Society", Pearson.

INSTRUCTIONS FOR PAPER SETTER:

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Paper – III

Entrepreneurship Behaviour & Management

Unit- 1: Basic Concept of Entrepreneurship Behaviour, Behavioural Entrepreneurship as a Confluence of Entrepreneurial Process and Management Process, Management of Entrepreneurial Risks such as Financial, Technological, Social, Human, Environmental, Natural, Political and other Risks; Effective tools and Techniques of Risk Monitoring

Unit-2: Behavioural Entrepreneurship and Social Change; Business Ethics, social responsibility of business; Entrepreneurship Behaviour and Creation of an Entrepreneurial Society; SWOT analysis

Unit- 3: Development of Entrepreneurial Personality; Success, Achievement, and Entrepreneurship Behaviour; Behavioural and Entrepreneurial Competencies

Unit- 4: International Business Environment;- Globalisation in India; Foreign Trade; WTO; Social and Ethical responsibility of International Business.

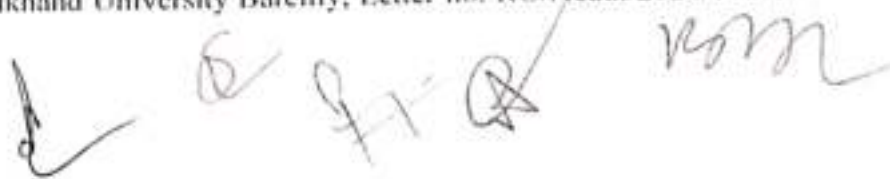
Unit- 5: Entrepreneurial Research on Estimating Existing and Potential Demand for the Product or Service, Consumer Buying Behaviour, Market Competition and other Current Problems faced by Business

Suggested Books and Journals:

- 1- R. A. Sharma, "Entrepreneurial Change in India Society", Delhi University, Delhi
- 2- R. S. Singh, "Entrepreneurship and Social Change", Rawat Pub. Jaipur.
- 3- Dutt and Sundaram, "Indian Economy",
- 4- Misra and Puri, "Indian Economy",
- 5- Sharma et.al., "Entrepreneurship and Small Business Management", Ajmera Book, jaipur.

INSTRUCTIONS FOR PAPER SETTER:

The question paper would be of 60 marks and consists of two section A & B A section will be of 30 marks which have six question and attempt any three, each question of 10 marks and sec. B will be of 30 Marks consists 04 question in which any two are attempted by the students. Exam duration will be Two (2) Hours (According to MJP Rohilkhand University Bareilly, Letter no. RU/Acad./2024/116-19 dated 07.08.2024)



Paper – IV Tools and Techniques of Data Analysis

Unit-1: Steps and Stages of business research process; Ethics in research; Criterion of a research; Quality of a Good Research Project Proposal

Unit-2: Hypothesis testing:- Concept and Procedures; Basic theorem, assumptions, uses, importance, and methods of Karl Pearson's Correlation; T-test, Z-test; Chi-square test; ANOVA.

Unit-3: Introduction to SPSS package; Use of computer in research project; MS-Excel; Interpretation of results; Reporting of research findings.

Unit-4: Project Report: Formulation and Presentation of Project Report

Suggested Readings:

- 6- N. K. Malhotra and S. Dash, "Marketing Research", 6th Edn. Pearson.
- 7- U. Sekaran and R. Bougie, "Research Methods for Business", Willey Eastern
- 8- C. R. Kothari, "Research Methodology", New Age International, New Delhi
- 9- W. L. Winston, "Marketing Analytics", Willey
- 10- A.K. Singh, "Texts, Measurement & Research Methods in Behaviourial Sciences", Tata McGraw Hill, Bombay.
- 11- R.P.Hooda, "Statistics for Business and Economics", Macmilan India Ltd. New Delhi.
- 12- E.C.William, "Buiness Research Methods", Richard D. Irvin, INC

INSTRUCTIONS FOR PAPER SETTER:

The question paper would be of 60 marks and consists of two section A & B A section will be of 30 marks which have six question and attempt any three, each question of 10 marks and sec. B will be of 30 Marks consists 04 question in which any two are attempted by the students. Exam duration will be Two (2) Hours (According to MJP Rohilkhand University Bareilly, Letter no. RU/Acad./2024/116-19 dated 07.08.2024)



Paper- V
Dissertation/Project Work & Viva-Voce

Instructions:

- 1- Project work will carry 100 marks.
- 2- The candidate will submit four copies of their Dissertation/ Project report.
- 3- Students can choose any one of the area of the following for dissertation/ project work

Topics/ Areas:

- 1- Role of MSMEs in Entrepreneurial Development
- 2- Consumer Decision making process and behaviour in relation to a local vs. Branded product.
- 3- National and State Government strategies for the promotion of a local entrepreneurs
- 4- Role of advertisement and media in entrepreneurship development
- 5- Challenging issues faced by local, small and cottage industry
- 6- Planning and promotion activities for a local product manufacturer
- 7- A Case Study of the progress of Entrepreneurship Development of a Selected Village
- 8- Start-ups ; Skill India and Aatm Nirbhar Abhiyan
- 9- Innovation and entrepreneurship
- 10- Efficacy of entrepreneurial skill in the development of employment generation among youth
- 11- Challenges and Opportunities among rural women entrepreneurs
- 12- Challenges of infrastructure facilities to start an enterprises
- 13- Role of banking sector in entrepreneurship development
- 14- Management of finance and man power
- 15- Environmental Conservation and its related issues.
- 16- And many more areas; relevant ideas and subjects can be taken which are not listed above

ASSESSMENT WILL BE BASED ON PRESENTATION OF THE DISSERTATION/ PROJECT REPORT & VIVA-VOCE

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