

**Department of
Adult, Continuing Education and Extension**



महात्मा ज्योतिबा फुले
रुहेलखण्ड विश्वविद्यालय, बरेली

Course Content

Post Graduate Diploma in

- (1) Entrepreneurship Development (PGDED)**
- (2) Women Empowerment and Development (PGDWED)**

**Faculty of Humanities and Social Sciences
M.J.P. Rohilkhand University, Bareilly
243006 (U.P.) India**

Admission Process: PGDED and PGDWED

Eligibility	Graduation in any Discipline
Selection Criteria	Merit base
Medium	Bilingual
Duration of the Course	One (1) Year
Intake	Forty (40) Reservation Rules shall be followed as Per State Government and University.
Course Fees Exam Fees: As per University Rule	Rs. 8,000/- (Eight Thousand) Per Year. Exam fees will be paid separately by the students as per university rules. Study tour and practical materials shall be arranged by the candidates themselves.

Objectives and Course Outcomes of the Programe

Post Graduate (P.G.) Diploma in Entrepreneurship Development

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.

The PGDED is a one (1) year full time regular course. 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.

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 behavior 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 of Post Graduate Diploma in Entrepreneurship Development:

- 1- The program helps to build leadership quality among students.
- 2- Besides enhancing the student's knowledge, this course also helps in boosting his/her career prospects.
- 3- This course will help the students to develop an idea and work on its start their own business.
- 4- By enhancing the entrepreneurial mindset of students, these programs will also enhance their potential to create jobs and improve the quality of life.

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.

Course Structure: PGDED

S. No.	Paper	Title of The Paper	Paper Code	Max. Marks	
	Theory	Paper I,II, III, & IV		External Assessment	Internal Assessment
	Practical	Paper V & VI			
1	I	Entrepreneurship Development in India	601	70	30
2	II	Development of Entrepreneurship Skills, Tools and Techniques	602	70	30
3	III	Entrepreneurship Project Management	603	70	30
4	IV	Entrepreneurship Behaviour	604	70	30
5	V	Dissertation/ Project Report and Viva-Voce	605	60	40
6	VI	Extension, Field Work and Viva-Voce	606	60	40

Paper – I
Paper Code: 601
Entrepreneurship Development in India

Maximum Marks: 70

Unit- 1: Basic concepts of Entrepreneurship; Entrepreneurship and development; Understanding Entrepreneurial History; Government policies and strategies framed and implemented to encourage the promotion and development of Entrepreneurship in India.

Unit- 2: Development bank and Entrepreneurship promotion in India; Development of Entrepreneurial infrastructure and environment during planned economy of India .

Unit- 3: Planning and management of Entrepreneurship Development Programme (EDP) and its test of Operational Efficiency; Role of Entrepreneurship Development in Indian Economy; Progress of Entrepreneurship in Rural and Urban Areas

Unit- 4: Role of Entrepreneurial Association in Entrepreneurship Development; Family Entrepreneurship and their Teaching Problems in India

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

Suggested Books and Journals:

- 1- Pawan K. Sharma, “Development Banks and Entrepreneurship Promotion In India”, Mittal Pub. , New Delhi.
- 2- B.G. Patel, “Entrepreneurship Development in India”, Mittal Pub. New Delhi.
- 3- M. A. Khan, “Operational Efficiency of EDRs in India”, Kanishtha Pub. New Delhi.
- 4- R.R. Khan, “Entrepreneurial Management”, School of Management, Bombay.
- 5- Asian Entrepreneur: A monthly journal published by Asian society for entrepreneurship Education and Development, 16, Udai Parikh New Delhi.
- 6- Annual Report of EDI, Ahemdabad.

Paper – II
Paper Code: 602
Development of Entrepreneurship Skills, Tools and Techniques

Maximum marks: 70

Unit- 1: Concept of Entrepreneurial Culture, Ethics and Discipline in Entrepreneurial History, Types of Entrepreneurs; Entrepreneurial Education and Training in India; Qualities, Role and Functions of an Ideal and Successful Entrepreneur

Unit- 2: Meaning, Significance and Relevance of Entrepreneurial Counselling and Business Opportunity Guidance (BOG); Identification Techniques of Gainful Business Opportunities, Enterprise Launching Procedure and Formalities involved in case of Manufacturing, Trading and Servicing Entrepreneurship

Unit- 3: Tools and Techniques of Encouraging Entrepreneurial Skills such as Technical, Financial, Management, Marketing, Legal, Accounting, Human Social, Explorative and Computer Application etc., Science and Art of Managing Entrepreneurial Skills

Unit- 4: Relationship between Entrepreneurial Skills and Entrepreneurship Promotion; Entrepreneurial Behaviour and Entrepreneurship Development

Unit- 5: Entrepreneurial Achievement Motivation and its Impact on Creation of New Entrepreneurship and Proliferation of Generated Entrepreneurship; Entrepreneurial Decision Making and Ownership pattern of Entrepreneurship.

Suggested Books and Journals:

- 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- Udhyaimita: A Monthly Journal Published by EDI, Lucknow.

Paper- III
Paper Code: 603
Entrepreneurship Project Management

Maximum marks: 70

Unit- 1: Basic Concept and Essential Features of a Viable and Bankable Entrepreneurial Project; Ingredients of Project Preparation; Process of Preparation of Project for Small Scale Manufacturing, Unit Trading, Servicing, Import Substitution and Export Promotion

Unit- 2: Methodology of Negotiation, Implementation Appraisal and Evaluation of the Conceived and Prepared Project; Feasible and Viable Analysis of the Project from Technical, Financial, Managerial, Commercial, Economic and Legal Point of View

Unit- 3: Process of Product Selection and Development Price Determination of the Product or Service; Quality Control and Testing of the Product

Unit- 4: Marketability of the product and Demand Assessment, SWOT and Cost Benefit Analysis

Unit- 5: Break Even Analysis, Fund Flow and Cash Flow Analysis

Suggested Books and Journals:

- 1- S. K. Sinha, "A Project Guide", Asia Pub. Bombay
- 2- K. G. Gupta, "Management Accounting", Meerut
- 3- The Economic Times
- 4- Economic and Political Weekly
- 5- N. Imboden, "Management Approach to project Appraisal and Evaluation", IDBI, Bombay
- 6- D.S. Davda, "Project Planning Methodology and Case Studies", Ministry of Finance, GOI, New Delhi.

Paper – IV
Paper Code: 604
Entrepreneurship Behaviour

Maximum marks: 70

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; Entrepreneurship Behaviour as a Catalytic Agent of Socio-economic Change and Transformation; Role of Entrepreneurship Behaviour in Debilitating Socio-economic and Political ills of Indian Economy; Entrepreneurship Behaviour and Creation of an Entrepreneurial Society

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

Unit- 4: Entrepreneurial Awareness, Formation of Entrepreneur's/ Entrepreneur's Association and Keeping Abreast of Government Policies, Economy and 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.

Paper- V
Paper Code: 605
Dissertation/Project Report and Viva –Voce

Total marks: 100 (60+40)

- 1- The subject (theme) of dissertation/ project report will be decided at the beginning of the year in consultation and consent of guiding teacher.
- 2- The research guide shall provide guidance to the students assigned to him.
- 3- The dissertation/ project report will carry 60 marks, the marks to be assigned by the external examiner.
- 4- The Viva – voce examination on dissertation /project report will carry 40 marks. The candidate will be evaluated jointly by the guiding teacher (Internal examiner) and the external examiner.
- 5- The marks obtained at Viva – Voce will be added to the marks secured for dissertation/ project report.
- 6- The manuscript of dissertation /project report should be neatly typed and bounded. The candidate should prepare at least four copies of his thematic dissertation/ project report.
- 7- The concerned teacher would assign the topic of thematic dissertation/ project report to the candidate but the concerned teacher will have to seek the prior approval of the Head of the Dept.
- 8- The candidate would bear the cost of typing and binding of dissertation/ project report himself.
- 9- The candidate will have to submit three copies of dissertation/project report to the Head of the Dept. The dissertation/ project report be duly recommended by the guide teacher and forwarded by the Head of the Dept.

Paper – VI
Paper Code: 606
Extension, Field Work and Viva-Voce

Total Marks: 100 (60+40)

Four separate files are to be made out of the following topics:

- 1- Study of the progress of Entrepreneurship Development of a Selected Village
- 2- Study of the progress of Entrepreneurship Development on Urban Cluster
- 3- Case Study of 2 Entrepreneurs, one each in Rural and Urban Area of Bareilly Region
- 4- SWOT analysis of an Enterprise
- 5- Consumer Decision making process in relation to a local vs. Branded consumable
- 6- Government Policies for promotion of a local entrepreneur
- 7- Current problems faced by local cottage industry and their redressal
- 8- Planning and promotion activities for a local product manufacturer

Objectives and Course Outcomes of the Programme
Post Graduate (P.G.) Diploma in Women Empowerment and Development

The “Post Graduate Diploma in Women Empowerment & Development” (PGDWED) course is running in the Department of Adult Continuing Education and Extension Faculty of Humanities and Social Sciences, MJPRU, Bareilly. The course envisions creating knowledge that develops new perspectives on gender equality and seeks to study questions of gender in an interdisciplinary and comparative framework.

Students are taught how to identify gender issues and plan a detailed field study on a topic of their choice. They use the tools learnt in Research Methodology papers to collect and analyse data, interpret and present their findings in the form of a dissertation. Classroom teaching is supplemented with class-based activities & field exercises to provide practical experience to the students in studying social issues. It also introduces them to the pertinent issues in research and helps them develop basic skills through classroom interactions for undertaking short assignments. The objective to train students for the real world. Project work/ dissertation give them outline to develop critical thinking and arrange data in systematically of the relevant source.

- This course aims to introduce the students to the concepts in Women Empowerment and also give them a broad overview of the development.
- Understand the notions and impacts of gender differences.
- The purpose of this course is to sensitize students about environmental protection and generate awareness on environmental sustainability.
- This course will help the students to develop critical thinking and understanding on the concept of gender equality and gender justice as enshrined under the Indian Constitution.
- Analyze the plans and policies introduced for women in India and evaluate the programmes for women in India implemented to fulfill policy commitments and enrich capacities of learners with regard to policies, programmes and schemes related to women.
- It also provides an insight on the efforts of Indian Government to promote education of women through various commissions, committees and policy initiatives.

Course Structure: PGDWED

S. No.	Paper	Title of The Paper	Paper Code	Max. Marks	
	Theory	Paper I,II, III, & IV		External Assessment	Internal Assessment
	Practical	Paper V & VI			
1	I	Perspectives of Women Empowerment	501	70	30
2	II	Strategic Approaches for Women Empowerment	502	70	30
3	III	National Policy and Constitutional Protection for Women Empowerment	503	70	30
4	IV	Programme and Techniques of Women Empowerment	504	70	30
5	V	Dissertation/ Project Report and Viva-Voce	505	60	40
6	VI	Extension, Field Work and Viva-Voce	506	60	40

Paper – I
Paper Code: 501
Perspectives of Women Empowerment

Maximum marks: 70

- 1- Women Empowerment: Meaning, concept, nature, objectives & target of women empowerment, reality of women empowerment in the era of globalization.
- 2- Determinants of women empowerment: Education, health, social life, economic status, communication skills, political life, cultural life, decision making, source and quality of information and mobility.
- 3- Changing role and status of women in historical perspective: Ancient, medieval, British and post independence.
- 4- Efforts for women empowerment: Before & after independence, main problem of Indian women, suggestions for solving the women's problem.
- 5- Various theories of feminism: Liberal, Marxist, Radical & Socialist.
- 6- Gender discrimination: Changing milieu & condition of women (social, educational, economical, political & health)
- 7- Women Entrepreneurship: Concept, meaning, importance, entrepreneurial traits, factors contributing to women entrepreneurship progress and problems of women entrepreneur.
- 8- Women empowerment through participation in political & decision making process, socio – economic change.

Suggested Books and Journals:

Bhasin, K. (2000). Understanding Gender. Kali for Women. New Delhi

Kumar, R. (1997). The History of Doing. Zubaan, New Delhi.

Forbes G. (2004). Women in Modern India, 4th edition, London: Cambridge University Press. Kumkum

Roy ed. (1999). Women in Early Indian Societies. New Delhi: Manohar Publishers.

Dasgupta, K. (2013). 'Globalisation and Indian Women: Problems, Possibilities and Information needs– An Overview'. World Library and Information Congress: 69th IFLA General Conference and Council.

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Paper – II
Paper Code: 502
Strategic Approaches for Women Empowerment

Maximum marks: 70

- 1- Development of women education: In pre-independence & post independence in India, importance of women education in women empowerment, special education schemes for women equality.
- 2- Education of women: Realities of women's empowerment in Indian perspective, female literacy & non – formal education for women development, National Literacy Mission (NLM). Review of Female literacy programme in Uttar Pradesh.
- 3- Development of mother child health programmes, family planning, integrated health programmes, rural health & hygiene network.
- 4- Women empowerment through Panchayati Raj, history of women movement in India and abroad.
- 5- Role and Organisation of National Commission for Women, Central Social Welfare Board, State Social Welfare Board for Women Empowerment.
- 6- Theories of development: Women in development (WID), women and development (WAD), gender and development (GAD).
- 7- Developmental status of women in various religions, women empowerment: issues & remedies in India.
- 8- Dynamics of women work participation in organized & unorganized sector in urban and rural perspectives.

Suggested Books and Journals:

- Aggarwal, J. C. (2010). Educational Reforms in India for the 21st Century. Shipra Publications. Delhi.
- Aggarwal, J. C. (2011). Education Policy in India - 1992 and Review 2000 and 2005. Shipra,
- Mukherjee, S. N. (1961). History of Education (Modern). Acharya Book. Baroda. Purkait, B. R. (1992). Milestones in Modern Indian Education. New Central Book Agency. Kolkata. Sarkar, S. & T. Sarkar (Eds.). (2007). Women and Social Reform in India (two volumes). Permanent Black. Ranikhet.
- Chand, J. (2007). Education in India during British Period. Anshah Publishing House. Delhi.

Paper – III
Paper Code: 503
National Policy and Constitutional Protection for Women
Empowerment

Maximum marks: 70

- 1- Constitutional and other legal provisions for women empowerment: Legal rights of women, Convention on Elimination of All Form Discrimination against Women (CEDAW), Equal Remuneration Act – 1976 (ERA), Medical Termination of Pregnancy Act (MTP Act – 1971), Maternity Benefit Act -1961, National Policy for women empowerment – 2001, Domestic Violence Act – 2005, Dowry Prohibition Act -1961.
- 2- Central & State Government Policies of women regarding – economical development, women employment, health, nutrition education and social security for working women.
- 3- Theories & implementation of policies regarding women empowerment, problem of women's regarding social, political & economical participation in the community.
- 4- Uniform civil code & its implications for women empowerment.
- 5- Role of Information Communication Technology in women empowerment.
- 6- Problem & issues of women empowerment: Socio cultural, gender bias, form and nature of women exploitation.
- 7- Working women in India: Characteristics of working women, basic structure of working women, problem of working women, impact of globalization on working women, guidelines of high court.
- 8- Women property rights, women's representation in decision making, women reservation bill, women and human right.

Suggested Books and Journals:

Agnes, Flavia (2001.) Law and Gender Inequality: The Politics of Women's Rights in India. Oxford: Oxford University Press.

Agnes, Flavia (2011). Family Law. Oxford: Oxford University Press.

Basu, D. D.(2002). Introduction to the Constitution of Indian. Nagpur : Wadhwa and Company Law Publishers.

Roy, Bharati (2005). Women of India: Colonial and Post Colonial Periods, Vol. IX, Part 3, Centre for Studies in Civilization. New Delhi: SAGE Publications Pvt. Ltd.

Parashar, Archana & Dhanda, Amita (2008). Redefining Family Law in India, New Delhi: Routledge India.

.Paper – IV
Paper Code: 504
Programmes & Techniques of Women Empowerment

Maximum marks: 70

- 1- Features & techniques of women empowerment programme, women empowerment through microfinance.
- 2- Women & child development welfare programmes: Awareness camps, mahila mandal, self help groups, cultural programmes.
- 3- Social welfare programme: Swarn Jayanti Gram Swarajgar Yojna, Rastriya Mahila Kosh Yojna, Balika Samridhi Yojna, Kishori Shakti Yojna Margin Money Loan Yojna, Child Development Programme, Women Development Programme, DWACRA (Development of Women And Children in Rural Areas), Janani Suraksha Yojna.
- 4- Organization of Continuing Education Centre, Angan Wadi Kendra and its management, extension work through students International Women's Day.
- 5- Training programmes for women: National training camps, short home for girls/women, income generating activity, quality of life improvement programme, vocational training and capacity building programme for women.
- 6- Concept, meaning and scope of NGO, Process of establishing NGO & net working of NGO's for women empowerment, NGO management.
- 7- Project formulation, monitoring, Evaluation process & implementation for poverty elevation & self employment programmes for women (rural and urban area) role of Zila Udyog Kendra, Khadi Gramodyog and banks in women empowerment.

Suggested Books and Journals:

Subbhalaksmi, G. Impact of Globalisation on Indian women worker. Washington D.C.: International Model Project for Women's Rights. Lavanya, T. (2010). Women empowerment through entrepreneurship. New Delhi: New Century Publications.

Tambunan, T. (2009). 'Women entrepreneurship in Asian developing countries: Their development and main constraints'. Journal of Development and Agricultural Economics, Vol. 1(2), pp. 27-40.

Paper- V
Paper Code: 505
Dissertation/Project Report and Viva-Voce

Maximum marks: 100(60+40)

- 1- The subject (theme) of dissertation/ project report will be decided at the beginning of the year in consultation and consent of guiding teacher.
- 2- The research guide shall provide guidance to the students assigned to him.
- 3- The dissertation/ project report will carry 60 marks, the marks to be assigned by the external examiner.
- 4- The Viva – voce examination on dissertation /project report will carry 40 marks. The candidate will be evaluated jointly by the guiding teacher (Internal examiner) and the external examiner.
- 5- The marks obtained at Viva – Voce will be added to the marks secured for dissertation/ project report.
- 6- The manuscript of dissertation /project report should be neatly typed and bounded. The candidate should prepare at least four copies of his thematic dissertation/ project report.
- 7- The concerned teacher would assign the topic of thematic dissertation/ project report to the candidate but the concerned teacher will have to seek the prior approval of the Head of the Dept.
- 8- The candidate would bear the cost of typing and binding of dissertation/ project report himself.
- 9- The candidate will have to submit three copies of dissertation/project report to the Head of the Dept. The dissertation/ project report be duly recommended by the guide teacher and forwarded by the Head of the Dept.

Paper – VI
Paper Code: 506
Extension, Field Work and Viva – Voce
Maximum Marks :100(60+40)

Four separate files are to be made out of the following topics:

- 1- Survey of adopted village / mohalla.
- 2- Study of the problems of women and formation of Mahila Mandal and self – help group.
- 3- Develop personal contact with family members and organization of jansabha on a particular issue in the community.
- 4- Educational tour, Melas, visit of institutions, Markets and Productive Units .
- 5- Detail study of anyone problem of women which has been identified in the adopted community .
- 6- Presentation of the findings of the study in the community and mobilize community people for adaptation by changing their attitudes and behaviours.
- 7- Computer application.
- 8- Improving communication skills oral & written (letter writing, essay, debate, GDE, preparation of charts)