



भारतीय तकनीकी अनुसंधान एवं विकास परिषद
Indian Council for Technical Research & Development



Punyashlok Ahilyadevi
Holkar Solapur
University, Solapur.

Online Programs Under Academic Cooperation between ICTRD & PAHSU

Program Structure

Certificate in Entrepreneurship Development

Highlights of the Program-

- Excellent Opportunity to Learn about Business from Scratch.
- Offered through distance learning
- Additional qualification acquired without disturbing daily schedule
- Reading material prepared by Domain experts
- Question-Bank provided at the end of every chapter to aid revision
- Contact Classes scheduled to facilitate solving of difficulties
- Provides inputs and procedures for getting admission to BMS/BMM
- All lectures will be conducted online.
- On-line examination.

Examination Pattern-

A) Theory Paper Title & Total Marks & Minimum Passing Marks

Paper No	Paper Title	Total Marks	Minimum Passing Marks
CED11	Entrepreneurship management	100	40
CED12	Technology Inclusion and Financing	100	40

B) Practical Paper Title & Total Marks & Minimum Passing Marks

Paper No	Paper Title	Total Marks	Minimum Passing Marks
CED13	Internal/Practical Live Interaction and Assessments Based on Assessment Entrepreneurial Project	100	40



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Certificate in Entrepreneurship Development

Paper Title	Paper 1- Entrepreneurship Management			
Paper Number	CED11			
Paper Type	Theory			
Objectives of Paper	<ol style="list-style-type: none">1. To familiarize the participants with the concept and overview of entrepreneurship with a view to enhance entrepreneurial talent.2. To explain all aspects of Business Registration process.			
Expected Outcome	<ol style="list-style-type: none">1. Identify the different functional aspects of Entrepreneurship.2. Recognize different opportunities of business.			
Content	Unit 1	Entrepreneurship management Introduction	Hours	10
	Unit 2	Entrepreneurial practice	Hours	10
	Unit 3	Entrepreneurship in economic theory	Hours	10
	Unit 4	Innovation and Entrepreneurship	Hours	5
	Unit 5	Registering your business	Hours	10
Reference Book	<ul style="list-style-type: none">• Luthans, F., Organizational Behaviour, Tata McGraw Hill• Satya Raju R and Parthasarathy A, Management Text and Cases, PHI			

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Paper Title	Paper 2- Technology Inclusion and Financing			
Paper Number	CED12			
Paper Type	Theory			
Objective of Paper	To impart knowledge on the basics of entrepreneurial skills and competencies to provide the participants with necessary inputs for creation of new ventures.			
Expected Outcome	<ol style="list-style-type: none">1. Create and understand business accounting2. Ability to start a startup3. Get to know the sources of financing businesses4. Understand Information Technology related angle.			
Content	Unit 1	Technical Analysis of entrepreneurial projects	Hours	10
	Unit 2	E-Startups	Hours	10
	Unit 3	Financing your business	Hours	5
	Unit 4	Business Incubators & Venture capitalist	Hours	5
	Unit 5	Strategic guidelines	Hours	10
Reference Book	<ul style="list-style-type: none">• Guillebeau, C (2015) The \$100 Startup: Fire Your Boss, Do What You Love and Work Better To Live• Prasad, Rohit (2013), Start-up sutra: what the angels won't tell you about business and life, Hachette India.• Charantimath, P. (2009). Entrepreneurship Development: Small Business Enterprises. Pearson			



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Paper Title	Paper 3- Business Communication & Sales			
Paper Number	CED13			
Paper Type	Internal/Practical Live Interaction and Assessments			
Objective of Paper	To explore new vistas of entrepreneurship in 21st century environment to generate innovative business ideas			
Expected Outcome	<ol style="list-style-type: none"> 1. Writing an effective business plan 2. Learn Pitching in an effective way 3. Prepare Business Strategy and develop Convincing power 4. Learn SMM to market our product using technology 			
Content	Unit 1	Writing a business plan	Hours	10
	Unit 2	Pitching	Hours	15
	Unit 3	Product Design	Hours	10
	Unit 4	Operational art and Social Media Promotion	Hours	10
Reference Book	<ul style="list-style-type: none"> • Zimmerer, T.W. and Scarborough, N.M. (2013). Essentials of Entrepreneurship and Small Business Management • Galloway S (2020) Post Corona: From Crisis to Opportunity • Robert P Singh (2001) Entrepreneurial Opportunity Recognition Through Social Networks 			

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