

Detailed Syllabus of IT and Entrepreneurship Development

Course Objective:

To provide a comprehensive understanding of the concept of an Entrepreneur and intricacies involved in managing entrepreneurial projects. To make the students proper use of computer and internet essential like office suit, document scanning, file compressing, internet etc. The prime aim is to imbibe the necessary entrepreneurial competencies among students and motivate them choose Entrepreneurship as a feasible and desirable career option.

Unit 1:

Day : 1

IT AWARENESS

- **MS-Office**
 - Objectives
 - Introduction of MS Office
 - Basic concepts of Office suite software
 - Features of M.S word, MS Excel and Power point
 - Uses of MS Word in education
 - Uses of MS Excel in education
 - Uses of MS PowerPoint in education
- **Software Usage (Acrobat Reader, Scanning of documents, picture etc, Win Zip, Photo Editor/Any Software related to Photo Editing)**
 - Acrobat Reader
 - Introduction PDF Reader
 - Introduction PDF Reader
 - Acrobat Reader utility
 - **Win Zip**
 - Introduction
 - Installation and using of WinZip on your computer:
 - **Photo Editor Software**
 - Utility
 - Free Photo Editor Software.
- **Internet Essentials**
 - Introduction
 - **best uses of the internet**
 - Communication
 - Research
 - Education
 - Financial transaction
 - Real-time updates
 - What is internet?
 - World wide web (WWW)

Detailed Syllabus of IT and Entrepreneurship Development

- Websites pages and Browsers
- HTTP or Hypertext Transfer Protocol
- **Uses of the internet**
 - Research and Homework
 - Communication
 - Shopping
 - Leisure and Entertainment
 - Exploring the world
- **Benefits of the internet**
 - Vast Range of Information
 - Easy to Contact People
- **Issues with Internet**
 - Information overload
 - Information can be Biased
 - Information can be Inaccurate
 - Offensive Material
 - Phishing sites
 - Cyber-bullying
 - Addiction
 - Scam
- **Future of the internet**
 - Running out of web addresses
 - The web is too Big

Unit : 2

Day : 2

Entrepreneurship: What, Why and How

- **Concept of Entrepreneurship**
 - Introduction
 - Definitions
- **Functions of Entrepreneurship**
 - Innovation and Creativity
 - Risk taking and Achievement
 - Financial Risk
 - Job Risk
 - Social and Family Risk
 - Mental Health Risk
 - Organization and Management
 - Research
 - Overcoming Resistance to Change
 - Catalyst of Economic Development
- **NEED AND IMPORTANCE OF ENTREPRENEURSHIP ;**
 - Growth of Entrepreneurship
 - Creation of job opportunities
 - Innovation
 - Impact on community development

Detailed Syllabus of IT and Entrepreneurship Development

- The consequence of business failure
- Political and economic integration of outsiders
- Spawns entrepreneurship
- Enhances the standard of living
- Promotes research and development
- **MYTHS ABOUT ENTREPRENEURSHIP**
 - Entrepreneurs are narcissistic people with no connection to the real world
 - You will live a care-free, autonomous lifestyle
 - Successful entrepreneurs all start young
 - Only extroverts can succeed in entrepreneurship
 - You no longer have a boss
 - You need a lot of money to start a business
 - You should hustle day and night
 - You should heed all of the advice you're given
 - You need to be an expert before starting
 - You need a completely new idea to be successful
 - Entrepreneurs are only motivated by money
 - Entrepreneurs must innovate or create new ways of doing things
 - You need to do everything yourself
 - You can outsource everything and automate
 - Being VC-funded gets you to the goal faster than bootstrapping
 - Hard work equals success
 - Entrepreneurship is about venture capital and hip office space
 - Entrepreneurship is incredibly risky
- **PROS AND CONS OF ENTREPRENEURSHIP**
 - **PROS OF ENTREPRENEURSHIP**
 - Higher level of flexibility
 - You don't have a boss
 - You can decide when good is good enough
 - Entrepreneurship never gets boring
 - You can outsource tasks to your employees
 - You can do what's right from an ethical perspective
 - Can give you the opportunity to make more money
 - You get the true returns on your work in the long run
 - You can decide the dress code in your company
 - Your motivation level will be higher compared to working for a company
 - Being an entrepreneur allows you to follow your passion
 - Time can be used as efficient as possible
 - Entrepreneurship is cool right now
 - You don't have to rely on companies to give you a job
 - You can work as long as you want
 - Entrepreneurship can let you grow in character
 - May increase your level of confidence

Detailed Syllabus of IT and Entrepreneurship Development

- You learn how to deal with pressure
- You have full control over the decisions in your business
- Disadvantages of Entrepreneurship
 - Entrepreneurship can be lonely
 - Financial pressure can be enormous
 - Especially problematic for businesses with high investment costs
 - Your employees will mess things up
 - You have to deal with difficult employees
 - Entrepreneurship can imply excessive stress
 - You will have to work longer than in most corporate jobs
 - You may go out of business
 - May lead to family problems
 - You don't have a guaranteed income as entrepreneur
 - You will have no official vacation
 - Many people have difficulties to unplug
 - Responsibility for your employees
 - Entrepreneurship can be bad for your health
 - Entrepreneurship is risky
 - Plenty of administrative work
- **PROCESS/STEPS INVOLVED IN ENTREPRENEURSHIP**
 - Search for a new Idea
 - Preliminary assessment of Idea
 - Detailed analysis of promising Idea
 - Selection of the most promising Idea
 - Assembling the Resource and Personnel
 - Determining size of unit
 - Deciding location of Business & Planning Layout
 - Sound Financial Planning
 - Launching the Enterprise
 - Managing the Company
 - Harvesting

UNIT-3

Day : 3

AN ENTREPRENEUR

- Types of Entrepreneurs
 - Innovators
 - The Hustler Entrepreneur
 - 3. Imitators
 - 4. Researcher
 - 5. Buyers

Detailed Syllabus of IT and Entrepreneurship Development

- 6. Small business entrepreneurship
- 7. Large company entrepreneurship
- 8. Scalable startup entrepreneurship
- 9. International entrepreneurship
- 10. Social entrepreneurship
- 11. Environmental entrepreneurship
- 12. Technopreneurship
- 13. Cyberpreneurship
- **COMPETENCIES OF AN ENTREPRENEUR**
 - Initiative
 - Creativity and Innovation
 - Risk Taking and Risk Management
 - Problem Solving
 - Leadership
 - Persistence
 - Quality Performance
 - Information Seeking
 - Systematic Planning
 - Persuasion and Influencing Others
 - Enterprise Launching Competencies
 - Enterprise Management Competencies
- **Ethical Entrepreneurship**
 - What are ethics?
 - Definition of 'Business Ethics'
 - Why is ethics important to an entrepreneur?
- **Entrepreneurial Values, Attitudes and Motivation**
 - Values:
 - Action Factors
 - Personality Factors Environment Factors
 - Core Values:
 - Innovation and Creativity:
 - Independence or ownership (self-reliance):
 - Respect for work:
 - Quest for outstanding performance:

Detailed Syllabus of IT and Entrepreneurship Development

- **Attitudes**
 - Attitudes are pervasive:
 - Sources of attitudes:
 - Direct personal experience:
 - Group Associations:
 - Influential Others:
 - Essential attitudes of an Entrepreneur:
 - Have passion for the business:
 - Set an example of trustworthiness:
 - Be flexible, except with core values:
 - Don't let fear of failure hold one back:
 - Make timely decisions:
 - The major company asset is oneself:
 - Keep one's ego under control:
 - Believe in oneself:
 - Encourage and accept criticism graciously. Admitting one's mistakes:
 - Maintain a strong work ethic:
 - Rebound quickly from setbacks:
 - Periodically getting out of one's comfort zone to pursue something important:
- **Motivation**
 - Process of Motivation:
 - Maslow's Hierarchy of Needs Theory:
 - McClelland's Theory of Needs:
 - Achievement
 - Affiliation
 - Power
- **Mindset of an Employee and an Entrepreneur - Difference**
- **Intrapreneur: Importance in Any Organization**
 - Introduction
 - Importance
 - Pros and Cons of Intrapreneur

Detailed Syllabus of IT and Entrepreneurship Development

Unit 4: Entrepreneurship Journey

Day : 4

- Self Assessment of Qualities, Skills, Resources and Dreams.
 - Qualities of Entrepreneurship
 - Business Ideas.
 - Misconceptions and realities
 - Generations of Ideas
 - Five steps to begin your Entrepreneurship journey
- Feasibility Study
 - Concept
 - **Types of feasibility study**
- Opportunity Assessment
- Business Plan Preparation
 - Elements of business points
 - Proposed business plans
 - Business Venture plan
 - Organisations plan
 - Production plan
 - Human resource plan
 - Financial plan
- Execution of Business Plan
 - Key factors
 - Fundamentals
 - Business plans and Feasibility study - Difference
- Role of Society and Family in the growth of an entrepreneur
- Challenges faced by women in Entrepreneurship
 - Patriarchal society
 - Lack of opportunities
 - Social barrier
 - Enabling technologies for women
 - Attitude of Creditors
 - Organised sectors

Unit 5: Entrepreneurship as Innovation and Problem Solving

Day :5

- Entrepreneurs- as problem solvers.
 - Why are they called problem-solvers
 - Solving problems to meet the needs and wants of people
- Innovations and Entrepreneurial Ventures.
 - Introduction
 - Skills
- Social Entrepreneurship-Concept and Importance

Detailed Syllabus of IT and Entrepreneurship Development

- Growing needs of social entrepreneurship
- Characteristics
- Importance
- Risk taking-Concept; types of business risks.
 - Introduction
 - Types of business risks
 - Economic risk
 - Reputation risk
 - Operational risk
 - Competition risk
- The role of technology/ social media in creating new forms of firms, organizations, networks and cooperative clusters.
 - Importance of social media branding
 - Business intelligence
 - Smart Mobility
 - Cloud Computing
 - Power of social media
- Barriers to Entrepreneurship
 - Environmental
 - Personal
 - Economic
 - Social
 - Cultural
 - Political
 - Perceptual
 - Motivational
- Support structure for promoting entrepreneurship (various government schemes)
 - Business Incubation
 - Incubators as funding start-up
 - Various government schemes
 - Specific schemes for Entrepreneurship
 - Institutions involved in EDP
 - Support

Unit 6: Understanding the Market

Day : 6

- Market- Traditional and E-commerce- Concept and Role
 - Introduction
 - Difference –Traditional market and E-commerce
- Types of Business: Manufacturing, Trading and Services.
 - Introduction
 - Difference- Manufacturing, Trading and Services business

Detailed Syllabus of IT and Entrepreneurship Development

- Market Forces: Sellers, consumers and competitors.
 - SWOT analysis
- Expanding Markets: Local to global, Strategies needed.
 - Market force meaning
 - Consumers and competitors.
 - SWOT analysis
 - Expanding Markets:
 - Local to global
 - Strategies needed.
 - Expanding Markets
- Marketing Mix: Concept and Elements.
- Pricing and Factors affecting pricing.
 - Internal factor
 - External factor
- Market Survey: Concept, Importance and Process.
 - Market survey importance
 - Primary
 - Secondary
 - Market survey process

Unit 7: Business Arithmetic

Day :7

- Simplified Cash Register and Record Keeping
- Unit of Sale, Unit Price and Unit Cost - for single product or service
- Types of Costs - Start up, Variable and Fixed
- Income Statement
- Cashflow Projections
- Break Even Analysis - for single product or service
- Taxes

Unit 8: Resource Mobilization

Day : 8

- Types of Resources - Human, Capital and other Resources
 - Resource mobilization
 - Human resources
 - Capital resources
 - Utilization of human resource
 - Human Resource Accounting
- Selection and utilization of human resources and professionals like Accountants, Lawyers, Auditors, Board Members, etc.
- Role and Importance of a Mentor
 - Who is a Mentor:

Detailed Syllabus of IT and Entrepreneurship Development

- Role and Importance
- Mentors enjoy many benefits:
- Estimating Financial Resources required.
 - Personal investment
 - Friends and family
 - Debt financing
 - Outside equity financing
 - Grants and subsidies
- Methods of meeting the financial requirements.
- Size and capital based classification of business enterprises.

Unit 9 :Project Work

Day : 9 & 10

1. Case Study
 1. <https://www.icmrindia.org/free%20resources/casestudies/Free%20Business%20Ethics.htm>
2. Field Visit
 1. Industrial visit
3. Learn to earn
 1. Practical activities
4. Project report sample

Web-links:

- <https://kb.iu.edu/d/abzb>
- <https://scantocomputer.com/what-does-it-mean-to-scan-a-document/>
- <https://pdf.wondershare.com/top-pdf-software/free-pdf-reader.html>
- <https://www.youtube.com/watch?v=PWGvlylOfBo>
- <https://www.taxmann.com/>
- <https://www.investopedia.com/>
- <https://byjus.com/commerce/what-is-entrepreneurship>
- <https://enterpriseleague.com/>
- <http://www.slideshare.net>
- <https://openstax.org/>
- www.geu.ac.in/
- <https://www.opengrowth.com/>
- <https://www.americanexpress.com/>
- <https://smallbusiness.chron.com/>
- <https://www.creditmantri.com/>
- <https://www.geeksforgeeks.org/>

Detailed Syllabus of IT and Entrepreneurship Development

- <https://www.economicdiscussion.net/>