



**UNIVERSITY OF RAJASTHAN**  
**JAIPUR**  
**SYLLABUS**

**Certificate Course in Entrepreneurship & Skill Development**  
**Diploma Course in Entrepreneurship & Skill Development**

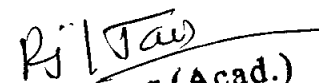
**(Semester Scheme)**

**Examination – 2024**

*Rj/Tay*  
Dy. Registrar (Acad.)  
University of Rajasthan  
JAIPUR

**Centre for Entrepreneurship and Skill Development**  
**Scheme of the Courses**  
**Certificate Course in Entrepreneurship and Skill Development**  
**PG Diploma course in Entrepreneurship and Skill Development**

<b>Courses Objectives</b>	
<ul style="list-style-type: none"> <li>➤ To develop basic understanding about event management</li> <li>➤ To develop basic entrepreneurship skills</li> <li>➤ To orient for their own venture setup</li> <li>➤ To boost start-ups.</li> </ul>	
<b>Eligibility Criteria for Admission</b>	
➤ Graduation in Any Discipline with 45%marks in aggregate + Interview	
<b>Number of Seats 50, Fees Rs.12,000/- Per Semester</b>	
<b>Scheme of the Examination</b>	
<ul style="list-style-type: none"> <li>➤ Duration of the Courses - Certificate Course One Semester (6 Months) - PG Diploma Course Two Semesters (12 Months)</li> <li>➤ There will be six (6) papers (6 credits 3L,3T each) each in Certificate course as well as in Diploma course and each paper will have three hours of duration of examination.</li> <li>➤ Medium of instruction will be both in Hindi and English</li> <li>➤ There will be five questions in all. The candidates will be required to attempt all the questions selecting one question from each unit with an internal choice (either/or).Each paper shall consist of 100 marks.</li> <li>➤ Every candidate for the above Certificate examination shall be required to offer the following papers.</li> </ul>	
<b>S. No.</b>	<b>Certificate Course ( Ist Semester)</b>
1.	Entrepreneurship Theory & Practices
2.	Accounting for Entrepreneurs
3.	Policies and Legal Aspects of Small Business
4.	Exploring Business Opportunities & Market Survey
5.	E-Commerce for Entrepreneurs
6.	Project Report Formulation and Presentation
<b>S. No.</b>	<b>Diploma Course (IInd Semester)</b>
1.	Fundamentals of Small Business Management
2.	Soft Skills for Entrepreneurs
3.	Technology and Innovations for Entrepreneurs
4.	Intellectual Property Right
5.	IT for Entrepreneurs
6.	Project Report (Based on 45 days field Training)

  
**Dy. Registrar (Acad.)**  
 University of Rajasthan  
 JAIPUR

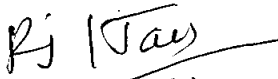
## Name of the Courses

### I. Certificate Course in Entrepreneurship and Skill Development

1. Entrepreneurship Theory & Practices
2. Accounting for Entrepreneurs
3. Policies and Legal Aspects of Small Business
4. Exploring Business Opportunities & Market Survey
5. E-Commerce for Entrepreneurs
6. Project Report Formulation and Presentation

### II. Diploma in Entrepreneurship and Skill Development

1. Fundamentals of Small Business Management
2. Soft Skills for Entrepreneurs
3. Technology and Innovations for Entrepreneurs
4. Intellectual Property Right
5. IT for Entrepreneurs
6. Project Report (Based on 45 days field Training)

  
**Dy. Registrar (Acad.)**  
University of Rajasthan  
JAIPUR

## IST SEMESTER

### Certificate Course in Entrepreneurship and Skill Development

**Paper No. 101 : Entrepreneurship Theory & Practices**

**Objective :** The course aims at equipping the students with the basic understanding of the Entrepreneurship function, along with the skill sets and knowledge required to establish and run an enterprise successfully.

**Unit I : Entrepreneurship conceptual aspects :** Entrepreneurship and economic development, role of Entrepreneurs, theories and concepts, barriers to Entrepreneurship, Entrepreneurs, managers and intrapreneurs.

**Unit II : Entrepreneurial process & entrepreneurship development :** Entrepreneurial competencies, traits, characteristics, motives, attitudes, achievement orientation, self-assessment.

**Unit III : Preparing for an entrepreneurial career :** Deciding for entrepreneurial career, identification and selection of business opportunities, market assessment, technology search, production capacity, assessment of infrastructure requirements and other resources, business plan and its importance.

**Unit IV : Institutional infrastructure to promote entrepreneurship :** Overview, roles, schemes of promotional, financial, regulatory and other support system institutions.

**Unit V : Emerging trends in entrepreneurship :** Technopreneurship, netpreneurs, agripreneurs, Women entrepreneurship, Portfolio entrepreneurship, Franchising.

**Case Studies** based on above-mentioned curriculum.

#### **Recommended Books :**

1. Charantimath, P.M. Entrepreneurship Development and Small Business Management, Person Education
2. Gupta CB, Srinivasan NP, Entrepreneurship Development in India, Text & Cases, Sultan Chand & Sons, New Delhi.
3. Desai Vasant, Fundamentals of Entrepreneurship and Small Business Management, Himalaya Publishing House.

*R. J. Jais*  
Dy. Registrar (Acad.)  
University of Rajasthan  
JAIPUR

**Paper No. 102 : Accounting for Entrepreneurs**

**Unit I :** Introduction to accounting, concepts & conventions of accounting, Recording of Business Transactions: Brief outline of Journalizing, Posting & Trial Balance.

**Unit II :** Trading Profit & Loss Accounting, Balance Sheet, Adjustment Entries.

**Unit III :** Cash Book, Bank Reconciliation Statement.

**Unit IV :** Ratio Analysis.

**Unit V :** Break - Even Analysis and Concept of Standard Costing

**Recommended Books :**

1. Maheshwari, S.N., Management Accounting and Financial Control. Sultan Chand and Sons, New Delhi.
2. Bhattacharya, S.K. and Dearden, J. (1996). Accounting for Management : Texts and Cases. Vikas Publishing, New Delhi.
3. Sofat, Rajni and Hiro, Preeti, Basic Accounting, PHI, New Delhi.

*R. Jais*  
Dy. Registrar (Acad.)  
University of Rajasthan  
JAIPUR

**Paper No. 103 : Policies and Legal Aspects of Small Business**

**Unit I :** Policies and Programme relating to MSME Sector.

**Unit II :** Indian Contract Act 1872 - Salient Features.

**Unit III :** The Sale of Goods Act 1930. Negotiable Instruments.

**Unit IV :** Indian Partnership Act 1932. Limited Liability Partnership Act 2008.

**Unit V :** Types of Companies & Salient Features of Consumer Protection Act 1986.

**Recommended Books :**

1. Kapoor, N.D., Elements of Mercantile Law. Sultan Chand & Sons, New Delhi.
2. Kuchhal, M.C., Mercantile Law. Vikas Publishing, New Delhi.
3. Gulshan, S.S., Business Law. Excel Books, New Delhi.
4. Publication of MSME, Govt. of India

*R. J. (Acad.)*  
**Dy. Registrar (Acad.)**  
University of Rajasthan  
JAIPUR

**Paper No. 104 : Exploring Business Opportunities & Market Survey**

**Unit I :** Exploring Business Opportunities – Introduction, SWOT Analysis, Business Opportunities.

**Unit II :** The process of selection, Exploring Opportunities.

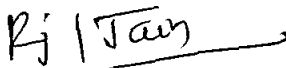
**Unit III :** Final selection of Project.

**Unit IV :** Market Survey – Steps in Market Survey,

**Unit V :** Questionnaire for Market Survey and Key components of Market Survey Report.

**Recommended Books :**

1. Chandra, Prasanna, Projects : Preparation, Appraisal, Budgeting and Implementation, Tata McGraw Hill, New Delhi.
2. Desai, Vasant, The Dynamics of Entrepreneurial Development and Management, Himalya Publishing House, New Delhi.
3. Gupta, C.B. and Srinivasan, M.P., Entrepreneurship Development in India. Sultan Chand & Sons, New Delhi.
4. Sharma, Dr. D.K. and Sharma, Dr. A.D., Entrepreneurship Development.

  
**Dy. Registrar (Acad.)**  
University of Rajasthan  
JAIPUR

**Paper No. 105 : E-Commerce for Entrepreneurs**

**Unit I :** Introduction and overview, evolution, EDI, Advantages and disadvantages, Traditional vs. E-Commerce, Road Map of E-Commerce in India.

**Unit II :** E-Commerce infrastructure – Hardware, Software, Networking, Internet, www.

**Unit III :** E-Commerce models, E-Enterprise, Security Issues, E-Marketing.

**Unit IV :** Electronic Payment Systems – E-Cash, Smart Cards, Credit Cards, Internet Banking, CRM.

**Unit V :** Website Management and Legal Environment for E-Commerce.

**Recommended Books :**

1. Laudon, K.C. and Traver, C.L. , E-Commerce, Business Technology and Society, Pearson Education.
2. Joseph, PTSJ, E-Commerce : An Indian Perspectives, Prentice Hall of India, New Delhi.
3. Whitley, David, E-Commerce. Tata McGraw Hill, New Delhi.

*Rj / Jas*  
**Dy. Registrar (Acad.)**  
**University of Rajasthan**  
**JAIPUR**



**Paper No. 106 : Project Report and Viva-Voce**

Each student will be required to prepare a project report based on field visit conducted by him for start-up ideas implementation.

**Viva Voce-100 Marks**

*Raj / Jay*

**Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR**

*Director  
University of Rajasthan  
Jaipur*

## IIND SEMESTER

### PG Diploma In Entrepreneurship And Skill Development

Paper No. 201 : Fundamentals of Small Business Management

**Unit I :** Nature, Meaning and Significance of Management, Management Process, Functions, Skills and Roles.

**Unit II :** Overview of functions – Planning Organising, Staffing, Decision Making, Directing and Controlling.


**Unit III :** Concept of Managerial Ethics, Social Responsibility and Value based Management.

**Unit IV :** Motivation and Leadership.

**Unit V :** Startup of Small Business Enterprise, Management of Small Business Enterprise.

#### Recommended Books :

1. Stoner, James A.F., Freeman, R. Edward and Gilbert Daniel R., Management, Pearson Prentice Hall, New Delhi.
2. Prasad, L.M., Principles and Practice of Management, Sultan Chand & Sons, New Delhi.
3. Sharma, et. all, Entrepreneurship and Small Business Management, Ajmera Book Company, Jaipur.

  
**Dy. Registrar (Acad.)**  
University of Rajasthan  
JAIPUR

**Paper No. 202 : Soft Skills for Entrepreneurs**

**Unit I :** Soft Skills – Meaning and Importance, Need and Importance of Communication, Process of Communication.

**Unit II :** Types of Communication – Verbal, Non-Verbal, Formal vs. Informal, 7 Cs of Good Communication, Barriers to Communication.

**Unit III :** Public Speaking – Preparation of speech, Timing the speech, Addressing a crowd.

**Unit IV :** Meetings – Agenda, Minutes, Reports.

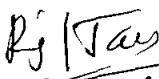
**Unit V :** Personality Development, Self-Management, Time Management.

**Practical Lab**

1. Group Discussion
2. Interviews
3. Mock Meetings
4. Games and Role Playing
5. Drafting

**Recommended Books :**

1. Bhatia, R.C., Business Communication, Ane Books Pvt. Ltd., New Delhi.
2. Mitra, Barun K., Personality Development and Soft Skills, Oxford, New Delhi.
3. Pal, Rajendra and Korlahalli, J.S., Essentials of Business Communication, Sultan Chand & Sons, New Delhi.

  
**Dy. Registrar (Acad.)**  
University of Rajasthan  
JAIPUR

**Paper No. 203 : Technology and Innovations for Entrepreneurs**

**Unit I :** Introduction to Science and Technology, Technology Environment, Technology Policy, Technology Diffusion.

**Unit II :** Management of Technological changes and Forecasting, Forecasting Techniques.

**Unit III :** Technology Transfer – Modes, Routes, Agreements, Technology Acquisition.

**Unit IV :** Creativity Types, Process, Individual and Organizational Creativity, Fostering Creativity.

**Unit V :** Innovation Process, Types – Product, Process, Innovation Strategies, Innovations Economics, Models of Innovation.

**Recommended Books :**

1. Narayanan, V.K. Managing Technology and Innovation for Competitive Advantage, Prentice Hall, New Delhi.
2. Khalil, Tarek M., Management of Technology, Industrial Engineering and Management Press,
3. Krishnamacharyulu, CSG and Ramakrishnan, Laitha, Management of Technology, Himalaya Publishing House, New Delhi.
4. Catmull, Edwin and Wallace Amy, Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration, Transworld Publishers Ltd.

*Raj / Jain*  
Dy. Registrar (Acad.)  
University of Rajasthan  
JAIPUR

**Paper No. 204 : Intellectual Property Right**

**Unit I Introduction :**

Introduction to IPRs, Basic Concepts and need for Intellectual Property, IPR in Indian and Abroad – Genesis and Development- the way from WTO to WIPO-TRIPS, Nature of Intellectual Property, Industrial Property, Technological research, Inventions and Innovations.

**Unit II Registration of IPRs**

Meaning and practical aspects of registration of copy right, trademarks patents, Geographical Indications, Trade Secrets and Industrial Design registration in India and Abroad.

**Unit III Agreements and Legislations**

International Treaties and Conventions on IPRs, TRIPS Agreement, PCT Agreement, Patent Act of India, Patent Agreement Act, Design Act Trademark Act, Geographical Indication Act.

**Unit IV Digital Products And Law**


Digital Innovations and Developments as Knowledge Assets - IP Laws, Cyber Law and Digital Content Protection - Unfair Competition - Meaning and Relationship between Unfair Competition and IP Laws - Case Studies

**Unit V Enforcement of IPRS**

Infringement of IPRs, Enforcement Measures, Emerging issues - Case Studies

**Recommended Books:**

1. V. Scople Vinod, Managing Intellectual Property, Prentice Hall of India pvt. Ltd, 2012
2. S. V. Satakar. "Intellectual Property Rights and Copy Rights, Ess Ess Publications, New Delhi, 2002
3. Deborah E. Bouchoux. "Intellectual Property: The Law of Trademarks, Copyrights, Patents and Trade Secrets". Cengage Learning, Third Edition, 2012.
4. Prabuddha Ganguli, "Intellectual Property Rights: Unleashing the Knowledge Economy". McGraw Hill Education, 2011.
4. Edited by Derek Bosworth and Elizabeth Webster, The Management of Intellectual Property, Edward Elgar Publishing Ltd., 2013!

  
**Dy. Registrar (Acad.)**  
University of Rajasthan  
JAIPUR

**Paper No. 205 : IT for Entrepreneurs**

**Unit I :** Computer System Concept : Characteristics, Generations, Basic computer organization, Computer Memory, Input and output devices, Secondary storage devices.

**Unit II :** Computer software : application and system software, operating systems, computer languages.

**Unit III :** MS-Office : Word, Excel, Access and PowerPoint, Basics of Internet, e-mail, etc.

**Unit IV :** Software packages for Basic Accounting.

**Unit V :** MIS, ERP, Fundamentals.

**Recommended Books :**

1. Saxena, Sanjay, A First Course in Computers, Vikas Publishing House Pvt. Ltd., New Delhi.
2. Sinha, P.K., Computer Fundamentals, BPB Publications, New Delhi.
3. Saxena, Sanjay, MS Office 2000 for everyone, Vikas Publishing House Pvt. Ltd., New Delhi.
4. Jawadekar, W.S., Management Information Systems, Tata McGraw Hill Education Pvt. Ltd., New Delhi.

*Raj/Tain*  
**Dy. Registrar (Acad.)**  
**University of Rajasthan**  
**JAIPUR**

**Paper No. 206 : Project Report and Viva-Voce**

Each Student will be required to submit a Project Report based on a filed visit conducted by him/her under the guidance of a supervisor appointed by CESD. The Viva-Voce will be based on the Project Report. Submitted by the candidates.

Project Report-50marks

Viva-Voce -50marks

*Rj/Tan*  
**Dy. Registrar (Acad.)**  
University of Rajasthan  
JAIPUR