



Hindi Vidya Prachar Samiti's RAMNIRANJAN JHUNJHUNWALA COLLEGE (AUTONOMOUS)

(Also known as R. J. College of Arts, Science & Commerce as per UGC Notification)

Affiliated to UNIVERSITY OF MUMBAI II Recognized by UGC under 2f & 12B
NAAC Accredited 'A GRADE' with CGPA 3.50

Knowledge is all Ambrosia

CERTIFICATE COURSE IN

Entrepreneurship Development Programme

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Mumbai 400 086, Maharashtra, INDIA.



ABOUT US

Hindi Vidya Prachar Samiti was incepted on the auspicious day of Shri Krishna Janmashtami, 15th August 1938. A brain child of a visionary Late Shri Nandkishore Singh Jairamji, samiti was established with the objectives of catering to the educational needs of the Hindi speaking community. Ramniranjan Jhunjhunwala College came into existence in 1963, enabling a larger section of the society to take advantage of the facilities provided for higher education.

From 1999-2000 the College has added a number of self-financing courses like B.M.S., B.B.I., B.Sc. in Computer Science, Information Technology, Biotechnology, M.Sc. in Computer Science, Biotechnology and Information Technology as well as add on courses, which further hone the special skills of the students.

The college has been reaccredited with 'A' Grade by NAAC in 2014 with a CGPA 3.50 and received the Best College Award (2007-2008) of the University of Mumbai. The College has been bestowed with IMC "Ramkrishna Bajaj Performance Excellence Trophy", 2010.

The Principal of the college was awarded "Best Teacher" by Government of Maharashtra in 2011.

Government of Maharashtra conferred the college with "JAAGAR JAANIVANCHA" (First in Mumbai Suburban- in 2013 and Second in Mumbai Suburban- in 2014) for safety of girls.

Course Code: **RJBMSC03**

Duration: **30** hours

Credits : **02**



COURSE OBJECTIVE

- To identify and develop entrepreneurial abilities and skills.
- To inculcate knowledge on entrepreneurship, project report, feasibility study and steps to start a new enterprise.
- To familiarise the institutional support towards building your own enterprise.
- To facilitate the students to identify a novel idea and create their own start-up.





COURSE CONTENT

Entrepreneur & Entrepreneurship:

Meaning of entrepreneur - Evolution of the concept - Functions of an Entrepreneur - Types of Entrepreneur - Intrapreneur- an emerging class - Concept of Entrepreneurship - Evolution of Entrepreneurship - Development of Entrepreneurship - Entrepreneurial Culture - Stages in entrepreneurial process. Women entrepreneurs, problems of women entrepreneurs and initiatives to develop women entrepreneurs.

Business Planning Process:

Meaning of business plan - Business plan process - Advantages of business planning - Marketing plan - Production/operations plan - Organization plan - Financial plan - Final Project Report with Feasibility Study - preparing a model project report for starting a new venture. Steps in starting a new enterprise

Institutions supporting Entrepreneurs: Small industry financing developing countries - A brief overview of financial institutions in India - Central level and state level institutions - SIDBI - NABARD - IDBI - SIDCO - Indian Institute of Entrepreneurship - DIC - Single Window - Latest Industrial Policy of Government of India, Self Help Groups, Microfinance

Family Business: Importance of family business - Types - History - Responsibilities and rights of shareholders of a family business - Succession in family business - Pitfalls of the family business - strategies for improving the capability of family business - improving family business performance.

International Entrepreneurship Opportunities: The nature of international entrepreneurship - Importance of international business to the firm - International versus domestic entrepreneurship - Stages of economic development - Entrepreneurship entry into international business - exporting - Direct foreign investment - barriers to international trade.

Informal Risk Capital and Venture Capital: Informal risk capital market - venture capital - nature and overview - venture capital process - locating venture capitalists - approaching venture capitalists. Angel Investors Social Entrepreneurship: Social enterprise-need - types - characteristics and benefits of social enterprises-

Social entrepreneurship - Rural entrepreneurship, MSME Policies. Make-In India, Start-Up India, Stand-Up India. Franchising in entrepreneurship.

Intellectual Property Rights



COURSE CONTENT

Industrial Visit

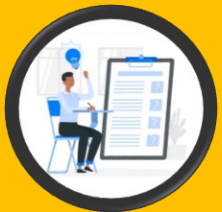
- Make a business plan for your intended business - talk to bankers to find out what they look for in a business plan - modify accordingly and present it in the class.
- Interview a local entrepreneur to find out his/her major motivations to start a business - which of the skills and characteristics do you find in the entrepreneur?
- Study a local non-profit business and try to list out the positive social impacts of the business
- Visit a trade show and try to compare the marketing activities of various stalls in that show - make a list of good practices you come across in the show
- Choose an NGO in your locality. Interview the founder and present the case in class on the motivations - challenges - ecosystem support and their impacts - arrive at possible solutions
- and convey back to NGO.

English

MEDIUM OF INSTRUCTION

EVALUATION

Preparing a Business Plan & Presentation



100 MARKS



PASSING 40

WHO SHOULD DO IT?

Any Undergraduate or Postgraduate Student