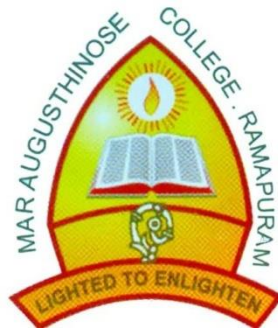


MAR AUGUSTHINOSE COLLEGE RAMAPURAM



DEPARTMENT OF MANAGEMENT STUDIES

Scheme and Syllabus of
Value Added Course
2020

Startup Support programme for Youngsters

BOARD OF STUDIES (BoS)

Chairman- Ms. Dhanya S Namboodiri (Asst. Prof. Department of Management Studies)

Members- Ms.Meera Elizabeth Augustine (Department of Management Studies)

Prof.John Zacharias (Department of Management Studies)

Fr Joseph Alancheril (Vice-Principal)

INTRODUCTION

The Value-Added Courses aims to provide additional learner centric graded skill oriented technical training, with the primary objective of improving the employability skills of students

AIM OF THE PROGRAMME

Understanding various aspects of the subject and acquiring methodological knowledge of them.
Application of this knowledge in a suitable manner in required fields.

ELIGIBILITY FOR ADMISSIONS

All UG and PG students from various departments of the college. The number of intakes to the course is limited. The course can be offered only if there are at least 5 students opting for it.

MEDIUM OF INSTRUCTION: English.

DURATION OF THE COURSE

The duration of value-added course is 30 hours (including the hours of final examination) of which 15hrs theory and 15hrs for laboratory/demonstration/experimental activities and the course can have a maximum of three hours a day.

The value-added courses will be offered beyond the usual class hours and days of the college. The value-added course will be a blend of theory classes / experimental learning / project-based learning / assignments / activity-based learning.

COURSE OBJECTIVES

- This uniquely designed course intends to give the students a thorough understanding of starting a business.
- It helps the participants to learn the basic principles in planning and executing new ventures.

- It guards a new entrepreneur from falling into unprofessionalism in undertaking start-ups

COURSE OUTCOMES (Cos)

- Identifying the barriers in starting a business
- Learning the Opportunities and Threats in the business environment.
- Enabling students to plan and execute new ventures

EVALUATION

1. The value-added courses shall be evaluated through an examination at the end of the course.
2. The duration of examination is two hours.
3. The total marks of the examination shall be 100

| Components of Evaluation | Marks |
|---------------------------------|--------------|
| Attendance | 10 |
| Assignment / Seminar | 10 |
| Project & Viva | 30 (20+10) |
| External Examination | 50 |
| Total | 100 |

Pattern of questions Paper

| Sl. No. | Pattern | Marks | Choice of questions | Total marks |
|--------------|---------------------------|-----------|---------------------|-------------|
| 1 | Short Answer/problem type | 2 | 5/7 | 10 |
| 2 | Short essay/problem | 5 | 4/6 | 20 |
| 3 | Essay/problem | 10 | 2/4 | 20 |
| Total | | | | 50 |

4. A committee consisting of the Head of the Department, the course coordinator and a senior faculty member nominated by the Head of the department shall monitor the evaluation process.
5. The list of students along with the marks and the grades earned may be forwarded to the Principal/Chief Superintendent of Examinations.
6. The Dept. course coordinator is responsible for maintaining and processing the record with regard to the course, assessment marks and results.

7. Certificates will be issued to those students with 75% attendance, timely submission of assignment and project and a minimum of 40% marks in the qualifying examination.

Grading Pattern

Grades are given **on a 7-point scale** based on the total percentage of marks, (*ISA+ESA*) as given below: -

| Percentage of Marks | Grade |
|----------------------------|--------------------------------|
| 95 and above | S Outstanding |
| 85 to below 95 | A⁺ Excellent |
| 75 to below 85 | A Very Good |
| 65 to below 75 | B⁺ Good |
| 55 to below 65 | B Above Average |
| 45 to below 55 | C Satisfactory |
| 35 to below 45 | D Pass |
| below 35 | F Failure |
| Absent | Ab |

SYLLABUS

Start-up Support programme for Youngsters

Total hours of instruction: 30 Hours

MODULE 1

Need and importance of Entrepreneurship-Nature and scope of Business. Fundamental concepts in business: Need-want-demand. Procedures for establishing a small business-Importance of a Pilot study-Feasibility analysis-budgeting-Fund raising-Source of short term and long term finance- SWOT analysis - Entrepreneurship assistance schemes (Central/state) - Business incubation-Fund for startups-Legal formalities in starting a business.

MODULE 2

Developing marketing mix: Product-product development-Price: policies and strategies in pricing. Promotion-Importance of advertising. Place-importance of place in business. People- Creating customers: Segmenting-targeting-positioning.

MODULE 3

Innovations in Entrepreneurship: Meaning and importance of innovation-E Commerce & social media. Setting up of an e-commerce/online business-How to sell online –Digital marketing-social media marketing

Project: Develop a business plan for launching a new product/opening up a new business in the native town

| Module | Title | Details of Topic | Mode of Delivery | No. of Hours |
|--------|---|--|--------------------------------|--------------|
| 1 | Entrepreneurship Essentials and Feasibility studies | Need and importance of Entrepreneurship- Nature and scope of Business. Fundamental concepts in business: Need-want-demand. Procedures for establishing a small business-Importance of a Pilot study-Feasibility analysis-budgeting- Fund raising-Source of short term and long term finance- Entrepreneurship assistance schemes (Central/state) - Business incubation- Fund for startups-Legal formalities in starting a business-SWOT analysis | Lecturing/Industry interaction | 12 |
| 11 | Setting up of a business –viewing business professionally | Developing marketing mix: Product-product development-Price: policies and strategies in pricing. Promotion-Importance of advertising. Place-importance of place in business. People-Creating customers: Segmenting-targeting-positioning. | Lecturing | 10 |

| | | | | |
|-----|----------------------------------|---|-------------------------------|---|
| | | | | |
| 111 | Innovations in Entrepreneurship: | Innovations in Entrepreneurship: Meaning and importance of innovation- E Commerce& social media. Setting up of an e-commerce/online business-How to sell online –Digital marketing-social media marketing | Lecturing | 8 |
| | Project | Develop a business plan for launching a new product/opening up a new business in the native town | Field work & Literature study | |