



ALAGAPPA UNIVERSITY



(A State University Established by the Government of Tamil Nadu in 1985,
Accredited with A+ Grade by NAAC (CGPA 3.64) in the Third Cycle, Graded as Category-1
University and Granted Autonomy by MHRD-UGC, MHRD-NIRF 2020 Rank : 36, QS 2020 India Rank : 24)

KARAIKUDI - 630 003, Tamil Nadu, India

DEPARTMENT OF COMMERCE

Value Added Course

ENTREPRENEURIAL SKILLS

Course Code : VACCOM05

Duration : 30 Hours

Session : July 2022 to November 2022

Course Coordinator

Dr. G.KANAGAVALLI

M.Com., M.Ed., M.Phil., Ph.D

Assistant Professor



THE MIND OF AN ENTREPRENEUR



LEARNING OUT COMES :

- The students should be able to understand the importance of entrepreneurial skills and values in life and society.
- Students advance their skills in customer development, customer validation, competitive analysis, process tools to evaluate in real world problems and projects.
- Students are able to create presentations and business plans that articulate and apply financial, operational, organizational, Market and sales knowledge to identify paths to value creation through social innovation and social intellectual licensing.
- After the completion of the course students will be able to work in own a business

OBJECTIVES:

1. To provide an opportunity to students develop their Entrepreneurial skills.
2. To enhance the ability to identify problems and develop innovative solutions.
3. To cultivate strong communication skills, including the ability to pitch ideas, negotiate, and collaborate effectively with others.
4. To facilitate mutual learning, inspire innovation, and build a supportive community that empowers entrepreneurs to thrive in their respective endeavors.

ABOUT DEPARTMENT OF COMMERCE

The Alagappa University was established in 1985 with four Departments. The Department of Commerce was one among the four departments. The Department of Commerce offers M.Com, M.Phil and Ph.D programmes. The M.Com and M.Phil programmes are under choice Based Credit System. There are Six Qualified faculty members (Two professors, One Associate Professor Three Assistant Professors), wholeheartedly involved and dedicated for the cases of academic and holistic empowerment of the students and development of the University. The UGC Major Result Project is undertaken by faculty members of the Department. The students are groomed to face the challenges of the employment market and improve the employability. Co-curriculum and extracurricular activities such as Communication, Skill, Personality and Leadership Development, Coaching for Competitive Examinations Participants in NSS/RRC/YRC Activities, Sports, Cultural events and Village extension Programme and given due care by the Department for improving the soft skills of the students. The Department makes necessary arrangements for providing study materials (Books and other printed study materials) to the students.

OVERVIEW OF THE COURSE:

The course will be covering the Entrepreneur skills include various skill sets such as leadership, business management, time management, creative thinking and problem – solving. These entrepreneur skills are vital for promoting innovation, business growth and competitiveness. The process of developing, organizing and running a New business to generate profit while taking financial risk.

Details of the Course Coordinator:

Dr.G.KANAGAVALLI, M.Com, M.Phil, M.Ed, Ph.D

ASSISTANT PROFESSOR

DEPARTMENT OF COMMERCE

ALAGAPPA UNIVERSITY

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ENTREPRENEURIAL SKILLS		
Course code : VACCOM05	Credits : 6	Total Hours : 30
Objectives	<ul style="list-style-type: none"> • To Understand the role and importance of Entrepreneurial skills • To Acquire knowledge on business concept trend and economic analysis • To develop idea generation, creative and innovative skills • To enable students to business plans by considering all dimension of business • To provide their enterprise development leadership skills 	
Unit-I	Foundation of Entrepreneurial skills: Introduction importance and need for entrepreneurial skills, Innovation and Entrepreneurial Idea generation and Identifying business opportunities. Development of an Innovative Business Idea. (6 Hours)	
Unit -II	Business Management Skills: Concept of management skills for Entrepreneurs and Managing for value creation. Development of Business Idea, Creative and Design Thinking, the entrepreneurial decision process. Essential for entrepreneurs to effective plan. (6 Hours)	
Unit-III	Creative Thinking Skills: Creating and Sustaining Enterprising model and organizational effectiveness. Entrepreneurs to build and expand their business. Analysis, Evaluation, Planning and Practical knowledge. (6 Hours)	
Unit-IV	Strategic Thinking and Planning skills: Enhancing Entrepreneurship Education and Skills Development, Formulating a national entrepreneurship strategy, Promoting Awareness and Networking, Facilitating Technology Exchange and innovation. (6 Hours)	
Unit -V	Leadership skills: Communication, Emotional intelligence, leading to increased employee satisfaction and improved performance. Competencies for leading organization, Innovation, Problem-solving and achieving set of goals. (6 Hours)	
Reference and Textbooks:- 1. Kelly T. The art of innovation, London: Harpercollins.(2001) 2.Ramachandran, Entrepreneurship Development, Mc Graw Hill 3.Hougaard S.(2005) The Business, Berlin, Springer 4. Lowe R & S Mariott (2006) Enterprise: Entrepreneurship & Innovation. 5.Fayolle A (2007) Entrepreneurship and new value creation, Cambridge, Cambridge university Press www.icmai.in Entrepreneurial Skills Nieuwenhuizen https://www.google.co.in/		
Outcomes	<ol style="list-style-type: none"> 1. The students will be able to understand the importance of entrepreneurial skills and values in life and society 2. Students advance their skills in customer developments, customer validation, competitive analysis, process tools to evaluate in real world problems and projects. 3. Students will be able to create presentations and business plan that articulate and apply financial, operational, organizational, market, and sakes knowledge to identify paths to value creation through social innovation and social intellectual licensing. 4. After completion of the course students will be able to work in own a business 	