

UNIVERSITY OF MADRAS
B.COM. DEGREE PROGRAMME IN CORPORATE SECRETARYSHIP
SYLLABUS WITH EFFECT FROM 2023-2024

SECOND YEAR – SEMESTER - III

Skill Enhancement Course – SEC 4 – Business Building Skills

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
218S3A	1				1	1	25	75	100
Learning Objectives									
LO1	To introduce the practical aspects of business								
LO2	To impart knowledge on the different forms of business entities								
LO3	To highlight the importance of innovation and creativity								
LO4	To gain basic knowledge on Intellectual Property rights								
LO5	To create awareness about national and state level entrepreneurial ecosystem								
Prerequisites: Must have studied commerce in XII									
Unit	Contents								No. of Hours
I	Meaning of Business – Definition of Entrepreneurship- Entrepreneur- Power of Entrepreneurship – Advantages of being an entrepreneur.								6
II	Meaning of creativity, Invention Vs. Innovation- Innovation and Technology- Need for protecting the innovations and inventions.								6
III	Modern skills for business – Digital Skills – Presentation skills-branding skills-Art of sustaining in the business-Developing relevant knowledge.								6
IV	Introduction to IPR-Kinds of IPR-patents-Trademarks-Copyrights-Geographical Indications- Basics only.								6

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V	Overview of Entrepreneurial eco system in India and Tamil Nādu- Introduction to National and Tamil Nadu Startup Policy.	6
	TOTAL	30
Course Outcomes		
CO1	Learn the basics of business skills and forms	
CO2	Identify the business opportunities and evaluate the same	
CO3	Learn the concept of creativity, Innovation and invention	
CO4	Explore the modern skills requires to build a successful business	
CO5	Understand the entrepreneurial ecosystem for successful business building	
Reference Books		
1	Reddy, Entrepreneurship: Text & Cases - Cengage, NewDelhi.	
2	Kuratko/rao, Entrepreneurship: a south asian perspective.-Cengage, NewDelhi.	
3	Leach/Melicher, Entrepreneurial Finance–Cengage, NewDelhi.	
4	K.Sundar–EntrepreneurshipDevelopment–VijayNicoleImprintsprivateLimited	
5	Khanka.S - Entrepreneurial Development, S. Chand & Co. Ltd.,NewDelhi, 2001.	
NOTE: Latest Edition of Textbooks May be Used		
Web Resources		
1	https://www.msde.gov.in/	
2	http://inventors.about.com/od/entrepreneur/	
3	http://learnthat.com/tag/entrepreneurship/	
4	www.managementstudyguide.com	
5	www.quintcareers.com	