Enclosure to Item No.4.40

14.12.2007.

UNIVERSITY OF MUMBAI

Ordinances, Regulations

and

Syllabus for the

Certificate Course

in

Entrepreneurship in Textile Crafts

(Add-on course)

(Introduced from the academic year 2007-2008)

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CERTIFICATE COURSE IN
ENTREPRENEURSHIP IN TEXTILE CRAFTS
(Add-on Course)

OBJECTIVES:

This course is designed to help students start their own small business.

1.) To impart skills for designing and developing products through techniques of surface ornamentation.

2.) To give students knowledge to help them enter and sustain market competition in trade of their product.

THEORY SUBJECTS:

1.) Paper I - Financial Management, Taxation & Duties	Marks 100
2.) Paper II - Marketing & Export Import	Marks 100
3.) Paper III – Entrepreneurship	Marks 100

Paper IV - PRACTICALS: Marks 100

1) Fabric Embellishment
2) Fabric Construction

R.5797 :-DURATION OF THE COURSE: 3 Months (24 sessions)

Twice a week – 3 hours each session

R.5798 :-FEES: Rs. 3500/- (does not cover raw material cost)

ADDED FEATURES: Guest lecturers from Industry

O.5733 :-ELIGIBILITY: XII or Equivalent

MEDIUM OF INSTRUCTIONS: English

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PAPER I – Section I

Marks : 100
Theory : 70
Assignment/Project : 30

FINANCIAL MANAGEMENT (THEORY)

1) Financial Management : Meaning and Objectives, Concepts, Functions of Business Finance.
2) Scope of Financial Management: Investment decisions, Financing decisions, Dividend Decisions.
3) Working Capital Management: Meaning, Optimum Working capital, Working Capital Forecast, Management of cash, Management of Inventory.
4) Sources of Finance : short, medium & long term
5) Financial Institutions: IFCI, SFC, ICICI, IDBI, UTI, LIC, EXIM bank, etc.
6) Basic Accounting: Basics to gain insight of accounts. Three golden rules of Accounts, Types of Accounts-real, personal, nominal account, introduction to P&L account, Trial balance, Balance sheet. Assets and Liabilities.
7) Budget & Budgetary control: Definition, Types of Budget(Coverage- Functional, Master, Capacity- Fixed, Flexible, Conditions- Basic, Current.)
   a) Budgetary control
   b) Establishing a Budgetary control system
   c) Establishment of Budgets.
8) Auditing : Introduction, Methods.

REFERENCES:

a. Harngren, Charles & Sunder Gary (1994) "Introduction to Management Accounting". New Delhi. Hall of India Pvt. Ltd.
b. Choudhari D.H. and Chopda L.N. (1983) "Book keeping & Accountancy for Higher Secondary Course". Bombay. Neelkantha Publishers

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Paper I : Section II

TAXATION AND DUTIES (THEORY)

1) Specific duty :Introduction, Meaning
2) Advalorem Duty :Introduction, Meaning
3) Direct and Indirect Taxes : Introduction, Meaning, Types of Direct and Indirect taxes.
4) Calculation of Taxation : Method to Calculate tax
5) Taxation systems : Various systems to calculate tax
6) Exemption and deduction from taxation: Exemption and deduction under section 8CC
7) Income and Wealth Tax : Introduction, Meaning

REFERENCES:

1) Naik, S.P. (1997) (8th Edition) "Lectures in Business Economics". Mumbai, Vipul Prakashan.
2) Samuelson, Paul A. (1995) (14th Edition) "Economics". New York, Mc. Graw – Hill. Co. Inc.
3) Shanbhag, A.N (2002) (21st Edition) "In the Wonderland of Investment". Mumbai, Popular Prakashan.

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Paper II : Section I

Total Marks : 100
Theory : 70
Assignment/Project : 30

MARKETING (THEORY)

1) Introduction to Marketing : Meaning, nature and scope of Marketing, role and importance of Marketing in the modern economy, Concept of Marketing, Evolution Of Marketing, Concept of Marketing Management.

2) Marketing Mix : Meaning, Features.

   Components of Marketing Mix:

a) Product: Product policy decisions (industrial v/s consumer goods marketing, Product Life Cycle, New Product development, Product diversification (packaging, branding, labeling.

b) Pricing: Meaning, Significance of Pricing, Factors affecting Pricing, Pricing methods based on costs including break even analysis.

c) Physical Distribution: Different types of middle men and their importance, choice of appropriate channels.

d) Promotion : Meaning, Components of Promotion(Advertising, Personal selling, Sales Promotion, Publicity)

3) Consumer psychology and behaviour: Consumer decisions in market process, factors affecting consumer's decisions, programmed and non- programmed decisions.

4) Market research : Market segmentation, scope of market research, steps in the M.R process.

5) Forecasting : Meaning, methods of forecasting.

REFERENCES:

1) Kale, N.G. (1997) "Principles & Practice of Marketing". Mumbai. Vipul Prakashan.

2) Gandhi, J.C. (1985) "Marketing : A Management Introduction". New Delhi. Tata Mc.Graw–Hill Pub. Co. Ltd.

3) Kotler, Philip. (1998) (9th Edition) "Marketing Management". New Delhi, Prentice – Hall of India Pvt. Ltd.

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PAPER II : Section II

EXPORTS & IMPORTS (THEORY)

1) Introduction to Export Marketing : Meaning and features of Export Marketing, functions of Export Marketing, Problems in Export Marketing, Reasons for poor share of India's Export.
2) Export Marketing Organizations : Export Organization's Structure, Various Export Marketing Organizations, Functions of Export houses, Trading houses, Star Trading houses, Super star Trading houses, Manufacturer exporter, Merchant exporter.
3) Barriers in Export Marketing : Trade Barriers.

   a) Tariff Barriers: Specific duty, Ad-valorem duty, Combined duty, Sliding scale duty, Countervailing duty, Revenue Tariff, Anti-dumping duty, Protective tariff.

   b) Non- Tariff Barriers: Quota system, Prior Import Deposists, Foreign Exchange Regulations, Consular Formalities, State Trading, Export Obligations, Preferential Arrangements, other Non- Tariff Barriers.
4) Export Pricing and costing: Meaning and objectives, factors affecting pricing.

   a) Methods of Pricing (Cost oriented and Market oriented methods), Break even analysis.

   b) Pricing strategies: Skimming, Penetration, Probe pricing, Follow the leader, differential trade margin pricing, etc.

   c) Export Pricing quotations: FOB,C&F, CIF.
5) Methods of Payment : Factors affecting payment.

   a) Advance Payment

   b) Open Account

   c) Payment against shipment on consignment

   d) Documentary bills

   E) Letter Of Credit
6) Export procedure : Preliminary stage, Pre- shipment stage, Shipment stage, Post shipment stage.

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7) Export Documentation: various documents in Export trade (Proforma Invoice, Commercial Invoice, Certificate of origin, Consular Invoice, Shipping bill, Mate's receipt, Bill of Lading, Airway bill, Bill of Exchange, other documents.

REFERENCES:

1) Vaz, M. (1996) (8th Edition) "Export Marketing". Mumbai. Manan Prakashan.
2) Kale, N.G. (1996) (4th Edition) "Export Marketing". Mumbai. Manisha Prakashan.
3) Kale, N. G. and Ahmed, M. (2001) (9th Edition) "Export Management". Mumbai. Vipul Prakashan.
4) Kale, N.G. (1997) "Principles & Practice of Marketing". Mumbai. Vipul Prakashan.

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PAPER III - ENTREPRENEURSHIP (THEORY)

Total Marks : 100
Theory : 70
Assignment/Project : 30

1) Entrepreneurship : Meaning and importance.
2) Advantages & disadvantages of Entrepreneurship
3) Skills/Traits for Entrepreneurs : Writing skills, Speaking skills, Listening skills, Problem solving skills.
4) Entrepreneur in a Market Economy : Understanding of Demand and supply to know how it works under Market economy.
5) The Business structure basics : Franchise or start a business
6) Formation of A BUSINESS PLAN : Purpose, Importance of a Business Plan.
   Business plan contains History and background of business idea, goals and objectives, products or service, form ownership, management and staffing, marketing, financial statements.
7) Starting up of a small Business : Ways to start up a small business.

REFERENCES:

1) Murthy, Bevv Narsimha (1989) "Entrepreneurship in Small Towns". Delhi, Mittal Publications.
2) Green. C (1st Edition) "Entrepreneurship Ideas in Action". Cincinnati, South. Western Educational Publishing.
3) Desai Arvindrai, "Environment and entrepreneurs".

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PAPER IV - TEXTILE CRAFTS (PRACTICALS)

Total Marks : 100

1) Fabric embellishment:
   - Fancy embroidery(Ribbon Embroidery)
   - Needle Point
   - Beadwork
2) Fabric Construction:
   - Crochet
   - Bead Crochet
   - Macramé
   - Micro Macramé

REFERENCES:

Reader's Digest, Needle Craft

Reader's Digest Craft and Hobbies - Reader's Digest Association 1991

The harmony Guides- Vol. VI & VII 1998 - Collins & Brown

The Encyclopedia of Embroidery Techniques 2002 – Paulin Brown

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