



Sree Narayana Mangalam College Maliankara

*(Affiliated to Mahatma Gandhi University,
Kottayam)*

CERTIFICATE COURSE SYLLABUS

Certificate Program in Business Skill Development

Sree Narayana Mangalam
CollegeMaliankara P.O, (Via)
Moothakunnam,Kerala, Pin -
683516 snmciqac@gmail.com
0484-2483600
www.snmcollege.ac.in

Course Outcome –

1. To generate awareness and skill as regards business skills and expertise
2. To develop business attitude among students

Course Overview:

Business skills are competencies that help people understand consumer habits and organizational behavior so they can use this information to promote the success of the company. Business skills typically qualify as soft skills and may include leadership and communication skills. Business Skills Certificate program provides essential business skills to advance the business skill aptitude of students. Learn business communication, leadership, critical thinking, problem solving, and more skills to help the students to succeed in their life.

Syllabus

MODULE-1

Basic concepts and forms of business organisation - method of raising finance-Stock exchanges and its operation – Marketing of products -Advertising -Banking -Business risk and insurance.

(10 Hrs)

MODULE-2

Business communication -Barriers of communication - Methods of improving business communication-Choosing to become an entrepreneur -Setting up small business development - Legal requirements of small business -Ease of doing business index – make in India initiatives in India.

(10 Hrs)

MODULE-3

Sources of business ideas-Opportunity recognition Idea evaluation- entrepreneurial outlook- Customer insight-ideas development -Industry and competition analysis -Ideas of start-ups – creativity and entrepreneurship – steps in creativity – innovations and inventions.

(10 Hrs)

Suggested Readings

1. Built To Last: Successful Habits of Visionary Companies by Jim Collins
2. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries
3. "Mercer 2017 Quality of Life Rankings," <http://mercer.com/qol>, May 15, 2017.
4. "Quick Facts about Nonprofits," National Center for Charitable Statistics, <http://nccs.urban.org>, accessed May 15, 2017; Brice S. McKeever, "The Nonprofit Sector in Brief 2015," *Urban Institute*, <http://www.urban.org>, accessed May 15, 2017.
5. Julia Halperin, "As a Generation of Directors Reaches Retirement, Fresh Faces Prepare to Take Over US Museums," *The Art Newspaper*, <http://www.russellreynolds.com>, June 2, 2015; "Museum Succession in America: Onwards and Upwards," *The Economist*, www.economist.com, May 9, 2015.
6. Caroline Beaton, "Why Knowledge Workers Are Bad at Making Decisions," *Forbes*, <http://www.forbes.com>, January 23, 2017; Josh Zumbrun, "The Rise of Knowledge Workers Is Accelerating Despite the Threat of Automation," *The Wall Street Journal*, <http://www.wsj.com>, May 4, 2016.