

## **CERTIFICATE PROGRAMME IN ENTREPRENEURSHIP DEVELOPMENT (CPED)**

### **PROGRAMME CURRICULUM**

1. Principles and practices of management
2. Management accounting
3. Marketing management
4. Management information systems
5. Entrepreneurship development and management

### **PRINCIPLES AND PRACTICES OF MANAGEMENT**

1. Business - the Purpose of Management
2. Designing Organization for Business
3. Need for Managing Organization and Business
4. Management of Standard Functions
5. Managing Resources
6. Planning
7. Decision Making
8. Organizing
9. Staffing
10. Leading: Directing • Communicating • Motivating
11. Controlling
12. Coordinating (Synchronizing)
13. Evolution of Management Thought
14. Pursuing Managerial Career

### **2. MANAGEMENT ACCOUNTING**

1. Introduction To Accounting
2. Basics of Financial Accounting
3. Process of Accounting
4. Cost Accountancy (Basic Concepts and Principles)
5. Elements of Costs
6. Material Costs
7. Labour Costs
8. Overhead Costs

9. Marginal Costing
10. Budgetary Control
11. Standard Costing

## **MARKETING MANAGEMENT**

1. Basic Concepts of Marketing
2. The Marketing Environment
3. Market Oriented Strategic Planning
4. Competition and Competitive Strategy
5. Market Research and Demand Forecasting
6. Consumer Behavior
7. Market Segmentation and Selecting Target Markets
8. Positioning
9. Product Concepts
10. Distribution Channels and Marketing of Services
11. Strategic Pricing
12. Integrated Marketing Communications (IMC)

## **MANAGEMENT INFORMATION SYSTEMS**

1. Management Information System
2. Information Technology
3. Data Communication and IT Enabled Services
4. Management and Decision Making
5. Information:
6. Decision Support System
7. System Analysis and Design
8. System Development
9. The Database Management System:
10. Data Warehousing and Data Mining:
11. Information Security and Control
12. Information Systems and Quality
13. Functional Applications
14. Applications in Service Sector

## **ENTREPRENEURSHIP DEVELOPMENT AND MANAGEMENT**

1. Introduction to Entrepreneurship
2. Business ideas

3. Development of a Business plan
4. Establishing a small scale enterprise
5. Functional strategies for new business
6. Overview of financial markets – Meaning and scope
7. Enterprise planning
8. Issues and challenges
9. Leadership
10. Human Resource Management
11. Venture capital and Private Equity
12. E-Commerce and E-Business
13. Logistics and Supply Chain Management (SCM)
14. Project Work