

## Optional General Courses

**Code: MBOG001 Entrepreneurship**

**4 Credits**

Objective	At the end of the course the participant should be able to create new ventures and introducing new product and service ideas.
Contents	<p><b>Basics of Entrepreneurship</b> 15 hours            Concept, knowledge and skills requirement; characteristic of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship; managerial vs. entrepreneurial approach and emergence of entrepreneurship. Different forms of businesses</p> <p><b>Starting the venture</b> 15 hours            Opportunity : Scanning, Positioning and Analysing; Gathering the Resources; generating business idea – sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis; feasibility study – market feasibility, technical/operational feasibility, financial feasibility; drawing business plan; preparing project report; presenting business plan to investors.</p> <p><b>Functional plans</b> 15 hours            marketing plan – marketing research for the new venture, steps in preparing marketing plan, contingency planning; organizational plan – form of ownership, designing organization structure, job design, manpower planning; Financial plan – cash budget, working capital, income statements; Cash flows; Balance sheet; break even analysis;            Human Resource Plan – Recruitment, Selection, Staffing, Training and Development; Compensation; Performance Management;            Operational Plans – Managing materials; use of Technology;</p> <p><b>Sources of finance</b> 15 hours            debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs; legal issues – intellectual property rights patents, trade marks, copy rights, trade secrets, licensing; franchising.            Developing Entrepreneurial Marketing: Competencies, Networks            Rural Entrepreneurship; Social Entrepreneurship; Intrapreneurship; The Business Plan;            Sources of External Support</p>
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Reference	<ol style="list-style-type: none"> <li>1. Entrepreneurship by RD Hisrich, MP Peters and DA Shepherd, Tata McGraw Hill Publishing, Latest edition</li> <li>2. Entrepreneurial Management by S.Bhargava, Response Books, Sage Publishing, Latest edition</li> <li>3. Business Plans for Dummies by P Tiffany &amp; SD Peterson, Wiley India, Latest edition</li> <li>4. Guide to Business Planning by G Friend &amp; S Zehle, The Economist publication, latest edition</li> </ol>

## Optional Non-Business Courses (ONBC)

**Code: MBON001 German Language A1 level 4 credits**

**Code:MBON002 German Language A1 level 2 credits**

(as per the requirements of the Common European Framework of Reference for Languages.)

6 (six) credits

**Objective:** This course introduces the basic structures of the German language. The student develops communicative competencies in the areas of reading, listening, speaking, and writing at elementary A1 level. The course enables the participant to engage in simple conversations in settings such as shopping or restaurants, and to speak in the simple past tense. The student becomes familiar with listening comprehension strategies and develops the ability to extract sociocultural information from simple texts, accompanied by exercises concerning phonetic particularities in communicative contexts.

***Themes to accomplish the course syllabus:***

1. Personal Details/welcome – small talk in a coffeehouse – ordering and paying
2. Language course – naming things
3. Cities, countries, languages – sightseeing in Europe
4. People und Houses – apartment and furniture
5. Appointments/dates and time
6. Orientation in the city – transportation
7. Professions – talking about your own profession and work.
8. Sightseeing in Berlin (and the other exercise is to do sightseeing in your own city)
9. Vacations and holidays.
10. Food and shopping for food
11. Clothing, dressing according to the weather.
12. Health, illness, parts of the body, fitness, going to the doctor

***Grammatical Structures:***

- simple clauses – “wh”-questions, yes/no-questions, statements
- negation
- verbs: conjugation of verbs in the present tense and simple perfect tense;  
conjugation of auxillary verbs 'to be' and 'to have'

past of verb 'to be' and 'to have'; separable verbs

- nouns and articles (definite and indefinite); compound nouns; plurals of nouns
- imperative
- cases (nominative, accusative, dative and genitive)
- personal pronouns
- possessive articles (Nom.) – articles (Dat., Acc.)
- adjektives
- simple sentence connectors
- graduation with “zu” (it is too big a question)
- questions
- prepositions of time
- prepositions with dative and accusative
- time adverbs
- the pronoun: one
- numbers
- building vocabulary systematically, compound words

**Skills: On completing this course, students should be able to:**

*Speaking:*

- Can interact in a simple way in areas of immediate need or on very familiar topics,
- Can greet clients and co-workers and use simple greeting and leave-taking expressions.
- Can ask and answer simple questions about personal details and the workplace, including name, home town, location, products.
- Recognise and pronounce the following with basic German intonation of: declaration, exclamation, interrogation and hesitation.
- Express themselves with a minimum level of correctness and a pronunciation that can be understood by a German speaker.
- Take part in simple conversations about events in daily life: habitual communicative situations (forms of social interactions), personal relations (talking about family, experiences
- Asking for and giving simple opinions, talking about customs and comparing
- Asking for information, assistance, requesting a service).
- Using simple structures to narrate present, and past (using simple perfect tense) and future events.
- Meta-linguistic function
  - Ask how to say something in German.
  - Asking and telling how to spell a word and which punctuation signs are necessary.
  - Asking a telling about understanding an expression.
  - Asking someone to repeat something, to talk louder or slower.
  - Asking for clarification about the meaning of a word or an expression.

*Writing:*

- Has a very basic range of simple expressions about personal details and needs of a concrete type.
- Can write simple, isolated phrases and sentences.
- Can write a message to tell someone where he/she is or where they can meet.
- Fill in forms; write personal notes, postcards or informal letters.

### *Listening:*

Can understand everyday expressions related to immediate needs, as long as speaking partners are willing to talk slowly and clearly, using repetitions.  
Can understand numbers, cost and time.  
Apply strategies to increase understanding of oral and written messages, deduce meaning from context, associate meanings, discover similarities by comparison with another language, and identify internationalisms.  
Use German as a vehicular language of communicative interaction of the reading activity (between students and the teacher).  
Start using a bilingual dictionary.

### *Reading:*

1. Can understand very short, simple texts a single phrase at a time.
2. Can get an idea of the content of simple informational material and short simple descriptions, especially if there is visual support.
3. Can understand a form well enough to fill in basic personal details.
4. Understand basic information (street signs, information about third parties, advertisements and instructions about basic academic tasks) and be able to communicate in everyday situations.
5. Read and gain a general and detailed understanding of simple texts that allow basic activities to be carried out – like follow instructions on how to operate household equipment, read headlines, etc.
6. Reading and accurate understanding of specific texts with the aid of a dictionary: academic programmes, recipes, cinema listings, etc.
7. Reading aloud texts written by themselves and by others.

### **Pedagogy:**

- Continuous internal assessment, in writing, speaking, reading and listening comprehension and grammar and vocabulary.
- Active learning methodology.
- Learning through songs and films

### **Other activities:**

- Talking about our own cities in Goa , to get to know the city and learn vocabulary
- To cook together from a German recipe.
- To watch films meant for level A1 (2 films in German with subtitles).
- To sing in German.
- At the end of this programme, and depending on the interest of the student, he she can undertake project works like 'tour guiding' during the tourist season.

**Teaching Language:**

Portuguese

**Level (QECR):**

A1 - Basic

**1. GENERAL OBJECTIVES**

- 1.1. To develop and strengthen the capacity of comprehension and oral expression.
- 1.2. To develop and strengthen the capacity of comprehension and written expression.
- 1.3. To broaden and adapt vocabulary to different communicative situations.
- 1.4. To practice and consolidate more complex structures of the Portuguese language.
- 1.5. To contact with different aspects of Portuguese culture.

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**Programme****Topics:**

Meetings/ presentations/ greetings

Dealing in formal and informal forms

Personal information; hobbies, freetime,

Day to day living:

Daily routine

Healthy diet

The house: Divisions of the house, personal objects, decorative objects.

In the city: instructions about routes, itineraries to follow, means of transport and services.

At the doctor: health, illnesses, medical specialties, symptoms.

On the telephone: transmitting messages.

**Interaction communicative Activities**

To identify and introduce oneself

To greet using polite forms of expression

To reply to a greeting / to take leave / to thank

To ask / Give information related to tourism

Localize objects and people

To express an opinion

To give advice

To localize geographically

To ask and give directions

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To ask and give information about: timings, fares, itineraries, cultural programs

To express likes and preferences

To extend invitations

To report and describe events

To be able to speak of places of cultural interest

To be able to speak about cultural aspects (cinema, literature)

To be able to speak of traditions and folk festivals

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**Grammar content:**