

**DEPARTMENT OF
ADULT, CONTINUING EDUCATION & EXTENSION**



महात्मा ज्योतिबा फुले
रुहेलखण्ड विश्वविद्यालय, बरेली

**Course Content
For P.G. Diploma Programmes in**

- 1- P. G. Diploma in Entrepreneurship Development (PGDED)
 - 2- P. G. Diploma in Women Empowerment and Development (PGDWED)
- (Syllabus of Courses Effective from the Academic Session: 2023-24)

**Faculty of Humanities and Social Sciences
MAHATMA JYOTIBA PHULE
ROHILKHAND UNIVERSITY, BAREILLY
243006 (U.P.) INDIA**

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**Course Structure & Syllabus of
P.G. Diploma in Entrepreneurship Development**

(W.e.f. Academic Session: 2023-24)

**Faculty of Humanities and Social Sciences
MAHATMA JYOTIBA PHULE
ROHILKHAND UNIVERSITY, BAREILLY
243006 (U.P.) INDIA**

P.G. Diploma in Entrepreneurship Development (PGDED)

About the Department:- The Department of Adult, Continuing Education and Extension at Mahatma Jyotiba Phule Rohilkhand University, Bareilly was started at 1985 by the initiative of University Grants Commission, New Delhi. It was founded to train the adults of the society in the disciplines and to increase their capability and employability. As the “third dimension” of Higher education is to promote a meaningful and sustained support between the university and community, it aims to extend knowledge and other institutional resources the development of the community. For the overall development of the nation and help people to improve the quality of their lives the department had introduced two P.G. Diploma courses namely P.G. Diploma in entrepreneurship Development and P.G. Diploma in Women Empowerment and Development from 2002 of socio-economic relevance which are highly innovative and job-oriented.

Introduction:- The “**Post Graduate Diploma in Entrepreneurship Development**” (PGDED) course is running in the Department of Adult Continuing Education and Extension Faculty of Humanities and Social Sciences, MJPRU, Bareilly. This course is suited for people who are interested in starting their own business and wants to improve their knowledge in the field of business sectors. This program enhances the knowledge and skill development which is essential to succeed in entrepreneurship. This course covers various aspects of business development.

Programme Description:- The PGDED is a one (1) year full time regular course, divided into two semesters. The course designed to equip individuals with the conceptual knowledge and practical skills necessary to succeed in a business field. The course covers all the learning areas which are necessary for start own business such as how to identify, refine, manage risk and uncertainty and secure market opportunities, as well as innovation, financial requirement, rules of business marketing and the challenges and future prospects of entrepreneurship. Ultimately, this diploma course will be important for the students, not only for their own employment but also they play an important role in employment generation and economic development of the country.

Objectives of the Programme:- The course involves the development of business plan, basic concepts of entrepreneurship, EDI, role of banks and challenges in entrepreneurship development in India and development of entrepreneurship skills, tools and techniques.

It also involves the development of the entrepreneurship project and business management, SWOC and cost benefits analysis, demand assessment, how to manage uncertainty and

entrepreneurship behaviour followed by action based learning such as project, dissertation and field work and viva-voce.

This step will help students to develop a sense of self-awareness that will allow them to make good business decisions. Ultimately, the aim of this course is to empower students to start and sustain their own businesses. The diploma is an excellent choice for students who want to pursue a career in the business field.

Course Outcome and Future Scope:-

- 1- To generate creative and innovative ideas as well as entrepreneurial solutions to the business problems.
- 2- Develop skill quality and abilities in relationship building; teamwork and decision making.
- 3- This program helps to build a leadership quality among students.
- 4- To equip students with the understanding of entrepreneurship development and to enable them to provide an insight into the new venture management.
- 5- The aim of this course is to inculcate knowledge among students about the formation, operation and management of MSMEs.
- 6- Besides enhancing the student's knowledge, this course also helps in boosting his/her career prospects.
- 7- This course will help the students to develop an idea and work on its start their own business.
- 8- By enhancing the entrepreneurial mindset of students, these programs will also enhance their potential to create jobs and improve the quality of life.

Future Scope:-

These are just some of the many benefits of a Postgraduate Diploma in Entrepreneurship Development course. In nutshell Entrepreneurship Development has a wide scope, and its course outcomes reflect its relevance in today's society. This program aims to train the future generation of entrepreneurs. It provides students with the skills and knowledge to start a business both in India and abroad. After completing the program, student can choose to work as a consultant, Human resource officer, and assistant manager in multinational companies. Moreover, the P. G. Diploma in Entrepreneurship Development opens the door to many different career paths.

Admission Process of PGDED & PGDWED

Eligibility for Admission	Graduation in any Discipline
Selection Criteria	Merit base
Medium of Instruction and Examination	Both English and Hindi Languages.
Duration of the Course	One (1) Year / Two Semesters
Course Fees: 8000.00 Exam Fees: Extra	Rs. 8,000/- Per Year (Rs. 4,000/- Per Semester) Despite this the Exam fee will be paid separately by the students as per university rules. Study tour and practical materials shall be arranged by the candidates themselves.
Hostel Charges	Rs. 12000/- Per Year
Intake	Forty (40) Reservation Rules shall be followed as Per State Government and University.
Admission	Month of July-August in every year through online mode of MJPRU Website

Programme Structure of PGDED & PGDWED

P.G. Diploma in entrepreneurship Development and P.G. Diploma in Women Empowerment and Development will be a full time one - year programme to be covered in to two (I & II) semesters, each of six months duration.

Course	Duration	Semester	Semester
PGDED	One Year	Semester-I	Semester-II
PGDWED	One Year	Semester-I	Semester-II

In each theory paper there shall be Internal Assessment of 30 marks and external Assessment of 70 marks.

Internal Assessment					External Assessment	Total Marks
Semesters	Assignments	Mid Sem. Test	Overall Performance	Marks	Marks	Max. Marks
Semester- I	10	15	05	30	70	100
Semester- II	10	15	05	30	70	100

Detail Programme of P.G. Diploma in Entrepreneurship Development (PGDED)

SEMESTER – I

			Marks			Credits
S. No	Paper	Title of The Paper	Internal Assessment	Sem. End Exam	Max. Marks	-----
1	I	Entrepreneurship Development in India-I	30	70	100	04
2	II	Development of Entrepreneurship Skills-I	30	70	100	04
3	III	Entrepreneurship and Management of MSMEs	30	70	100	04
4	IV	Survey Methods	30	70	100	04
5	V	Field Work & Viva-Voce	--	--	100	04

SEMESTER - II

		Marks			Credits
Paper	Title of The Paper	Internal Assessment	Sem. End Exam	Max. Marks	-----
I	Entrepreneurship Development in India-II	30	70	100	04
II	Development of Entrepreneurship Skills-II	30	70	100	04
III	Entrepreneurship Behaviour and Management	30	70	100	04
IV	Tools & Techniques of Data Analysis	30	70	100	04
V	Dissertation/Project Work & Viva-Voce	-	-	100	04

Paper – I

P a p Entrepreneurship Development in India-I

Unit- 1: Basic concepts and overview of Entrepreneurship; Meaning and importance of Entrepreneurship; Evolution and Growth of Entrepreneurship in India; Factors influencing entrepreneurship: (Psychological, social, Economic and Environmental).

Unit-2: Framework of Entrepreneurship Theories; Types of entrepreneur:- According to type of business, according to type of Technology and according to type of Growth.

Unit-3: Entrepreneurial Development Programmes (EDP) in India-concepts, need and phases; Conducting entrepreneurial development programmes in India and its Progress in Rural and Urban Areas.

Unit-4: Entrepreneurship and Economic Development; Role of an entrepreneur in economic growth as an innovator; Characteristics of a successful entrepreneur;

Unit- 5: Problems, and Challenges of Entrepreneurship in India.

Suggested Readings:

- 1- David A.Kirby, “Entrepreneurship”, Tata Mc. Graw Hills.
- 2- Jasmer singh Sain, “Entrepreneurship and small Business” , Deep and Deep publication
- 3- Shankar Raj, “Entrepreneurship Theory and Practice” , Vijay Nicole Imprints Pvt. Ltd.
- 4- Khanka, S.S, “Entrepreneurship Development”, S. Chand & company, New Delhi
- 5- Vasant Desai, “Fundamentals of Entrepreneurship”, Himalaya Publishing House, New Delhi
- 6- B.G. Patel, “Entrepreneurship Development in India”, Mittal Pub. New Delhi.
- 7- C.B.Gupta and Srinivasan, N.P., “Entrepreneurship Development in India: Text & Cases”, Sultan Chand & Sons, New Delhi.
- 8- P.M. Charantinath, “Entrepreneurship Development and Small Business Management”, Pearson Edu.
- 9- Ashutosh Priya et.al, “Business Management & entrepreneurship”, Orange Book, Chattisgarh
- 10- Ashutosh Priya et.al, “Creativity, Innovation & Entrepreneurship”, Sohem Pub. Bareilly.

INSTRUCTIONS FOR PAPER SETTER

The question paper would be of 70 marks which shall contain eight questions of at least one question from each unit. Candidates would be required to attempt 5 questions in all in 3 hours duration.

Paper – II

Development of Entrepreneurship Skills- I

Unit-1: Entrepreneurship and Indian Social System; Entrepreneurial Characteristics and Skills, Creativity and Entrepreneurship.

Unit- 2: Goal setting and problem solving:- Building new identity; Goal setting; creativity and Problem Solving; Meaning, Significance and Relevance of Entrepreneurial Counselling and Business Opportunity Guidance (BOG);

Unit- 3: Identification Techniques of Gainful Business Opportunities; Enterprise Launching Procedure and Formalities involved in case of Manufacturing; Trading and Servicing Entrepreneurship

Unit-4: Skill of an Entrepreneur; Entrepreneurial Skills and Entrepreneurship Promotion; Entrepreneurs skills and Competencies; Case study of successful entrepreneurs in India.

Unit-5: Entrepreneurial motivation:- Maslow's Theory, Herzberg's theory; Entrepreneurship motivation and need for achievement and its Impact on Creation of new entrepreneurship and proliferation of generated entrepreneurship; Entrepreneurial Decision Making:- Steps in Decision Making and Problem solving.

Suggested Readings:

- 1- N. P. Singh, "Changing Pattern of Entrepreneurship", IED, Lucknow.
- 2- T. A. Emburg, "Industrial Entrepreneurs among Committees in India", Cambridge.
- 3- P.F. Drucket, "Innovation and Entrepreneurship"
- 4- Efficacy of Incentives for Small Scale Entrepreneurs, IDBI, Bareilly
- 5- Udhyamita: A Monthly Journal Published by EDI, Lucknow.
- 6- Ashutosh Priya et.al, "Business Management & entrepreneurship", Orange Book, Chattisgarh
- 7- Ashutosh Priya et.al, "Creativity, Innovation & Entrepreneurship", Sohem Pub. Bareilly.

INSTRUCTIONS FOR PAPER SETTER

The question paper would be of 70 marks which shall contain eight questions of at least one question from each unit. Candidates would be required to attempt 5 questions in all in 3 hours duration.

Paper – III

Entrepreneurship & Management of MSMEs

Unit-1: Meaning and definition of Micro, Small and Medium Enterprises; Scope and Trends of Small Enterprises; Significance of MSMEs; Characteristics of Small Scale Industries and their role in India's Economic development.

Unit-2: Importance of Entrepreneurship in Growth of Employment and development in an economy; Rural Entrepreneurship in India; Issues and Challenges of Women Entrepreneurship in India.

Unit- 3: Financial assistance by different agencies: Role of Financing Agencies in set-up a Enterprises; Institutional and Non-Institutional Financing agencies in India; IDBI, IFCI, SIDC, The small Industrial Development Bank of India (SIDBI), Commercial Banks; NABARD; Co-operative Societies.

Unit-4: Role of other agencies in the development of MSMEs; Entrepreneurship Development Institute of India; Khadi and Village Industries (KVIC); District Industrial Centres (DICs).

Unit- 5: Policies and Programmes relating to MSME sector; MSME Act; Issues and Challenges of Small and Medium enterprises in Uttar Pradesh.

Suggested Readings:

- 1- C.B.Gupta and S.S. Khanka, "Entrepreneurship and Small Business Management", Sultan Chand and Sons, New Delhi
- 2- M.B. Shukla, "Entrepreneurship and Small Business Management", Kitab Mahal, Allahabad
- 3- A. Sahay and V. Sharma, "Entrepreneurship and New Venture Creation", Excel Books, New Delhi
- 4- V. Desai, "Dynamics of Entrepreneurial Development and Management", Himalaya Publishing House
- 5- V. Desai, "Small Scale Industries and Entrepreneurship", Himalaya Publishing House
- 6- Dutt and Sundaram, "Indian Economy" (Both Hindi and English)
- 7- Mishra and Puri, "Indian Economy", Himalaya Pub. New Delhi. (Both Hindi and English)
- 8- Publication of MSME, Govt. Of India

INSTRUCTIONS FOR PAPER SETTER:

The question paper would be of 70 marks which shall contain eight questions of at least one question from each unit. Candidates would be required to attempt 5 questions in all in 3 hours duration.

Paper- IV

Survey Methods

Unit-1: An Introduction of Research:- Basic Concepts; Business Research; Stages of the Business Research; Problem Identification and its Importance; Objectives and Types of Research; Need and Significance of Business Research and Market Survey.

Unit-2: Classification of Research Design; Exploratory, Action Research; Experimental Research, Descriptive and Conclusive Research Design.

Unit-3: Sampling Design:- Types of Sampling; Parametric and Non Parametric Sampling; Need, Importance and Characteristics of sampling; Sample Error; Census and population.

Unit-4: Methods of Data Collection; Primary Data; Secondary Data; Nature, Importance and Advantages of Data; Tools and Techniques of Data Collection- Schedule, Interview, Questionnaire and Opinionnaire for market survey.

Unit- 5: Hypothesis- Basic Concepts and formulation; Null hypothesis, Alternative Hypothesis; Hypothesis Testing:- Concepts and Procedures.

Suggested Readings:

- 1- N. K. Malhotra and S. Dash, "Marketing Research", 6th Edn. Pearson.
- 2- U. Sekaran and R. Bougie, "Research Methods for Business", Willey Eastern
- 3- C. R. Kothari, "Research Methodology", New Age International, New Delhi
- 4- W. L. Winston, "Marketing Analytics", Willey
- 5- Vasant Desai, "The Dynamics of Entrepreneurial development and Management", Himalaya Pub. New Delhi.

INSTRUCTIONS FOR PAPER SETTER:

The question paper would be of 70 marks which shall contain eight questions of at least one question from each unit. Candidates would be required to attempt 5 questions in all in 3 hours duration.

Paper- V
Field Work & Viva-Voce

Instructions:

- 1- Field work will carry 100 marks.
- 2- The candidate will submit four copies of their Field work report
- 3- Students can choose any one of the area of their field research study

The following topics shall be covered in the Field work / research:

- 1- Study of the progress of Entrepreneurship Development on Urban Cluster
- 2- Case study of any successful entrepreneurs of your region
- 3- SWOC analysis of an Enterprise
- 4- Consumer Decision making process and behaviour in relation to a local vs. Branded consumable items or product.
- 5- Government Policies for promotion of a local entrepreneurs
- 6- Current problems faced by local small and cottage industry
- 7- Planning and promotion activities for a local product manufacturer
- 8- How to start a start-ups in your regions
- 9- Innovation and entrepreneurship
- 10- Entrepreneurship and employment
- 11- Problems for women entrepreneurs
- 12- Challenges of infrastructure facilities to start an enterprises
- 13- And many more areas; relevant ideas and subjects can be taken which are not listed above

ASSESSMENT WILL BE BASED ON PRESENTATION & VIVA-VOCE

SEMESTER-II

Paper – I
Entrepreneurship Development in India-II

Unit- 1: Understanding Entrepreneurial History; Government Policies and Strategies framed and implemented to encourage the promotion and development of entrepreneurship in India.

Unit-2: Emerging trends in entrepreneurship development; Corporate Entrepreneurship; Rural Entrepreneurship; Social entrepreneurship in India; Women Entrepreneurship.

Unit-3: Entrepreneurial culture; Entrepreneurial society; Family entrepreneurship; Entrepreneurial Infrastructure and environment in Indian economy.

Unit-4: Entrepreneurship and innovation; Difference between entrepreneurship and traditional business; Characteristics and need of innovation; Business opportunities in the reference of Uttar Pradesh State.

Unit- 5: Changing role of entrepreneurs in India; Start-up policy: Framework and Incentives; Entrepreneurial growth and competitive advantages; Entrepreneurship Development Programmes in India.

Suggested Readings:

- 11- David A.Kirby, “Entrepreneurship”, Tata Mc. Graw Hills.
- 12- Jasmer singh Sain, “Entrepreneurship and small Business” , Deep and Deep publication
- 13- Shankar Raj, “Entrepreneurship Theory and Practice” , Vijay Nicole Imprints Pvt. ltd.
- 14- Khanka, S.S, “Entrepreneurship Development”, S. Chand & company, New Delhi
- 15- Vasant Desai, “Fundamentals of Entrepreneurship”, Himalaya Publishing House, New Delhi
- 16- B.G. Patel, “Entrepreneurship Development in India”, Mittal Pub. New Delhi.
- 17- Pawan Kumar Sharma, “Development Banks and Entrepreneurship Promotion in India”, Mittal Pub., New Delhi
- 18- B.G. Patel, “Entrepreneurship Development in India”, Mittal Pub., New Delhi.
- 19- R.R. Khan, “Entrepreneurial Management”, School of Management, Bombay.
- 20- Annual Report of EDI, Ahemadabad.
- 21- Guide to Start ups - Taxmann

INSTRUCTIONS FOR PAPER SETTER:

The question paper would be of 70 marks which shall contain eight questions of at least one question from each unit. Candidates would be required to attempt 5 questions in all in 3 hours duration.

Paper – II

Development of Entrepreneurship Skills- II

Unit-1: Market survey techniques:- Market assessment; Methods of market survey and sources of market information; Challenges of new venture strategies; Sources of finance and problems; Risk taking behaviour.

Unit-2: Tools and Techniques of Encouraging Entrepreneurial Skills:- Technical, Financial, Management, Marketing, Legal, Accounting, Human, Social and Computer Application etc., Science and Art of Managing Entrepreneurial Skills

Unit-3: Digital marketing and internet marketing: Issues and challenges; E-Commerce; Electronic Payment Systems.

Unit-4: Identification of investment opportunities;- Generation and screening of project ideas, Capital budgeting; Market analysis and demand forecasting; Economic Analysis:- Social cost benefit; Environmental analysis of projects. Break-even analysis; Fund flow and cash flow.

Unit-5: Consumer protection Act: Consumer forum, State commission and National Commission; Consumer rights: Right to be informed; Right to consumer education; Right to healthy environment; Environmental Policy; Environmental Protection Act-1986

Suggested Readings:

- 1- Candra P “Projects- Planning, Analysis, Financing, Implementation and Review”, TataMcgraw Hill, New Delhi.
- 2- Gordon L A and George EP “ Improving Capital Budgeting- A Decision Support_System Approach” Addison-Wesley Publishing Co. Massachusetts.
- 3- Desai V “Project Management “ Himalaya Publishing House.
- 4- Singh N “Project Management and Control” Himalaya Publishing House.
- 5- Gupta C.B. and Srinivasan N.P. “Entrepreneurship Development in India” Sultan Chandand Sons.
- 6- N. P. Singh, “Changing Pattern of Entrepreneurship”, IED, Lucknow.
- 7- T. A. Emburg, “Industrial Entrepreneurs among Committees in India”, Cambridge.
- 8- P.F. Drucket, “Innovation and Entrepreneurship”
- 9- Efficacy of Incentives for Small Scale Entrepreneurs, IDBI, Bareilly
- 10- Udhyaimita: A Monthly Journal Published by EDI, Lucknow.
- 11- David Whitley, “E-Commerce”, Tata Mc Graw Hill, New Delhi.
- 12- K.C. Laudan and Traver, “E-Commerce, Business Technology and Society”, Pearson.

INSTRUCTIONS FOR PAPER SETTER:

The question paper would be of 70 marks which shall contain eight questions of at least one question from each unit. Candidates would be required to attempt 5 questions in all in 3 hours duration.

Paper – III

Entrepreneurship Behaviour & Management

Unit- 1: Basic Concept of Entrepreneurship Behaviour, Behavioural Entrepreneurship as a Confluence of Entrepreneurial Process and Management Process, Management of Entrepreneurial Risks such as Financial, Technological, Social, Human, Environmental, Natural, Political and other Risks; Effective tools and Techniques of Risk Monitoring

Unit-2: Behavioural Entrepreneurship and Social Change; Business Ethics, social responsibility of business; Entrepreneurship Behaviour and Creation of an Entrepreneurial Society; SWOT analysis

Unit- 3: Development of Entrepreneurial Personality; Success, Achievement, and Entrepreneurship Behaviour; Behavioural and Entrepreneurial Competencies

Unit- 4: International Business Environment:- Globalisation in India; Foreign Trade; WTO; Social and Ethical responsibility of International Business.

Unit- 5: Entrepreneurial Research on Estimating Existing and Potential Demand for the Product or Service, Consumer Buying Behaviour, Market Competition and other Current Problems faced by Business

Suggested Books and Journals:

- 1- R. A. Sharma, “Entrepreneurial Change in India Society”, Delhi University, Delhi
- 2- R. S. Singh, “Entrepreneurship and Social Change”, Rawat Pub. Jaipur.
- 3- Dutt and Sundaram, “Indian Economy”,
- 4- Misra and Puri, “Indian Economy”,
- 5- Sharma et.al., “Entrepreneurship and Small Business Management”, Ajmera Book, jaipur.

INSTRUCTIONS FOR PAPER SETTER:

The question paper would be of 70 marks which shall contain eight questions of at least one question from each unit. Candidates would be required to attempt 5 questions in all in 3 hours duration.

Paper – IV

Tools and Techniques of Data Analysis

Unit-1: Steps and Stages of business research process; Ethics in research; Criterion of a research; Quality of a Good Research Project Proposal

Unit-2: Hypothesis testing:- Concept and Procedures; Basic theorem, assumptions, uses, importance, and methods of Karl Pearson's Correlation; T-test, Z-test; Chi-square test; ANOVA.

Unit-3: Introduction to SPSS package; Use of computer in research project; MS-Excel; Interpretation of results; Reporting of research findings.

Unit-4: Project Report: Formulation and Presentation of Project Report

Suggested Readings:

- 6- N. K. Malhotra and S. Dash, "Marketing Research", 6th Edn. Pearson.
- 7- U. Sekaran and R. Bougie, "Research Methods for Business", Willey Eastern
- 8- C. R. Kothari, "Research Methodology", New Age International, New Delhi
- 9- W. L. Winston, "Marketing Analytics", Willey
- 10- A.K. Singh, "Texts, Measurement & Research Methods in Behaviourial Sciences", Tata McGraw Hill, Bombay.
- 11- R.P.Hooda, "Statistics for Business and Economics", Macmilan India Ltd. New Delhi.
- 12- E.C.William, "Buiness Research Methods", Richard D. Irwin, INC

INSTRUCTIONS FOR PAPER SETTER:

The question paper would be of 70 marks which shall contain eight questions of at least one question from each unit. Candidates would be required to attempt 5 questions in all in 3 hours duration.

Paper- V
Dissertation/Project Work & Viva-Voce

Instructions:

- 1- Project work will carry 100 marks.
- 2- The candidate will submit four copies of their Dissertation/ Project report.
- 3- Students can choose any one of the area of the following for dissertation/ project work

Topics/ Areas:

- 1- Role of MSMEs in Entrepreneurial Development
- 2- Consumer Decision making process and behaviour in relation to a local vs. Branded product.
- 3- National and State Government strategies for the promotion of a local entrepreneurs
- 4- Role of advertisement and media in entrepreneurship development
- 5- Challenging issues faced by local, small and cottage industry
- 6- Planning and promotion activities for a local product manufacturer
- 7- A Case Study of the progress of Entrepreneurship Development of a Selected Village
- 8- Start-ups ; Skill India and Aatm Nirbhar Abhiyan
- 9- Innovation and entrepreneurship
- 10- Efficacy of entrepreneurial skill in the development of employment generation among youth
- 11- Challenges and Opportunities among rural women entrepreneurs
- 12- Challenges of infrastructure facilities to start an enterprises
- 13- Role of banking sector in entrepreneurship development
- 14- Management of finance and man power
- 15- Environmental Conservation and its related issues.
- 16- And many more areas; relevant ideas and subjects can be taken which are not listed above

**ASSESSMENT WILL BE BASED ON PRESENTATION OF THE
DISSERTATION/ PROJECT REPORT & VIVA-VOCE**