St Aloysius College (Autonomous) Mangalore

Re-accredited by NAAC with A Grade with a CGPA of 3.62 Recognized by UGC as "College With Potential For Excellence " College with STAR STATUS conferred by DBT, Government Of India Recognized as a Centre for Research Capacity building under UGC Stride.



Institute of Management and Training-AIMIT Santa Clara University

Certificate Course for 30 hours in

My Own Business Management

conducted by Department Of MBA

Dr Rowena Wright HOD

Fr Melwin Pinto Director

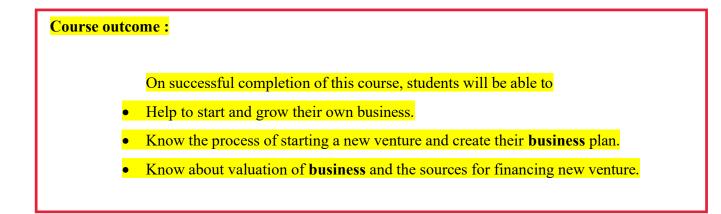
St Aloysius College (Autonomous) - Santa Clara University- My Own Business Institute

St. Aloysius and SCU MOBI Course Summary:

St. Aloysius College and SCU MOBI worked together to create a custom Starting a Business course covering 21 topics:

- 1. Deciding on a Business
- 2. The Business Plan
- 3. Home-based and Freelance Business
- 4. Financing the Business
- 5. Business Organization
- 6. Licenses and Permits
- 7. Business Insurance
- 8. Communication Tools
- 9. Buying a Business or Franchise
- 10. Choosing a Business Location
- 11. Accounting and Cash Flow
- 12. Ecommerce
- 13. Opening and Marketing (now marketing)
- 14. Managing Employees
- 15. Expanding and Handling Employees
- 16. Adapting in the Midst of Change
- 17. Controlling Costs
- 18. Business Storytelling
- 19. Selling
- 20. Making Ethical Decisions
- 21. Microfinance for Entrepreneurs

Students must cover the curriculum in each session and take a 10 question covering that material before moving on to the next topic. At the conclusion of the course students must take a cumulative final exam (63 questions) and pass with an 80% or better to receive their certificate of completion.



Principal ST. ALOYSIUS COLLEGE (AUTONOMOUS) MANGALOPE-575603

