

**ST ALOYSIUS COLLEGE (AUTONOMOUS)
MANGALURU, 575003**



Department of Business Administration
in collaboration with Entrepreneurship Cell
Offers



ONLINE CERTIFICATE COURSE ON

ENTREPRENEURSHIP DEVELOPMENT

COURSE HIGHLIGHTS

- 30 hours Course
- Live sessions by Entrepreneurs
- E-certification on completion of Course

WHO CAN APPLY

- Aspiring Entrepreneurs

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DEVELOP AN ENTREPRENEURIAL MIND-SET
BY LEARNING KEY SKILLS IN TERMS OF
ACQUIRING A BUSINESS FOCUS, CREATIVE
THINKING, AND RISK-TAKING ABILITY.

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FOR REGISTRATION
[HTTP://SAC-ELEARNING.COM](http://SAC-ELEARNING.COM)

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Principal

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Course Coordinator
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Certificate course in Entrepreneurship Development

Course objectives:

- Understand the concept of entrepreneurship to lookout for problems that can be converted into opportunities
- Learn the theory and practice of entrepreneurship and learn how to apply them in own venture setup and startups
- To find creative ways to leverage limited resources to reach the business objectives

Learning Methods

- Videos and quizzes through the on-line Learning Management System (LMS)
- Classroom learning through an experienced Facilitator/Faculty on campus
- Quality session by the Entrepreneurs

What you will learn from this course

MODULE 1: INTRODUCTION TO ENTREPRENEURSHIP

- Meaning, features, functions
- Types of Entrepreneurs
- Skills of an Entrepreneurs
- Factors Affecting Entrepreneurial Growth
- New generations of entrepreneurship
- Concept of E-cells at higher education institutions

MODULE 2: FORMULATION OF BUSINESS PLAN AND START-UPS ANALYSIS

- Meaning and Purpose
- Opportunity identification and selection, formulation of business plan
- Writing a business plan
- The Challenges of New Venture Start -ups
- Start -ups in India
- Reasons for New Ventures failure
- Feasibility analysis

MODULE 3 LEGAL ASPECTS OF ENTREPRENEURSHIP

- Business Licenses, Business permits
- Choosing a form of business organization, sole proprietorship, partnership, corporations, Limited Liability company

MODULE 4 FINANCE FOR ENTREPRENEURS

- Importance of new venture financing
- Types of ownership securities, venture capital, financial institutions and Bank funding
- Government Policy packages
- Angel Investors, crowd funding

MODULE 5 MARKETING AND E-COMMERCE FOR ENTREPRENEURS

- Effective ways of marketing for start-ups
- Digital Marketing
- Opportunities and Problems in enterprise E marketing
- Recent Trends in E-commerce