

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