

Certificate course in Entrepreneurship Management and Business Planning



About the Course

The course addresses the theories and techniques applied to business development - new business formation (measuring start-up activity, new entrepreneurs and social networks), business growth and sustainability. Students learn about finance and small business and development strategies designed to develop business and businesses

Objectives of the Course

- To understand basic concepts in the area of entrepreneurship,
- To comprehend the role and importance of entrepreneurship for economic development,
- To develop personal creativity and entrepreneurial initiative,
- To know the key steps in the elaboration of business idea,
- To understand the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.

Course Content

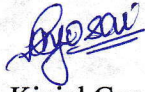
- Philosophy and Concept of Entrepreneurship
- Entrepreneurial Support System
- Entrepreneurial Motivation Training
- Business Opportunity Identification
- Business Plan Formulation
- Industrial Legislations and Acts
- Management of Micro, Small and Medium Enterprises-Part I

Course Outcome

- Participants will learn the skills you need to start your own business or lead an existing organization to greater levels of success.
- Students will be able to **find problems worth solving** and advance their skills in customer development, customer validation, competitive analysis, and iteration while utilizing design thinking and process tools to evaluate in real-world problems and projects.

Career Opportunities and Employability

With the rapid change in technology and learning approaches, Higher education institutions (HEI) are adopting new ways of digital learning in online environment along with entrepreneurship skills. Entrepreneurship skills build competencies in learners and increase their capabilities for putting knowledge into action and develop enterprises. Thus, student with entrepreneurial skills has better employability skill and an advantage to the workforce, the community and the country's economy.



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