

INTRODUCTION

**ADD ON COURSE
ON
ENTREPRENEURSHIP**

**Organised By
Department of Economics
In Collaboration With
Institutional Innovation Council,
Mangaldai College**



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ENTREPRENEUR VS. ENTREPRENEURSHIP

ENTREPRENEUR : An individual who undertakes the creation, organisation, and ownership of a business.

“Entrepreneurs are individuals who recognize opportunities where others see chaos, contradictions, and confusion. They are aggressive catalysts for change within the marketplace.”

(Kuratko, 2016)

ENTREPRENEURSHIP: The process of recognising an opportunity, testing it in the market, and gathering resources necessary to go into business.

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The process of entrepreneurship can be observed through six-stage process:

**Identify an
opportunity**

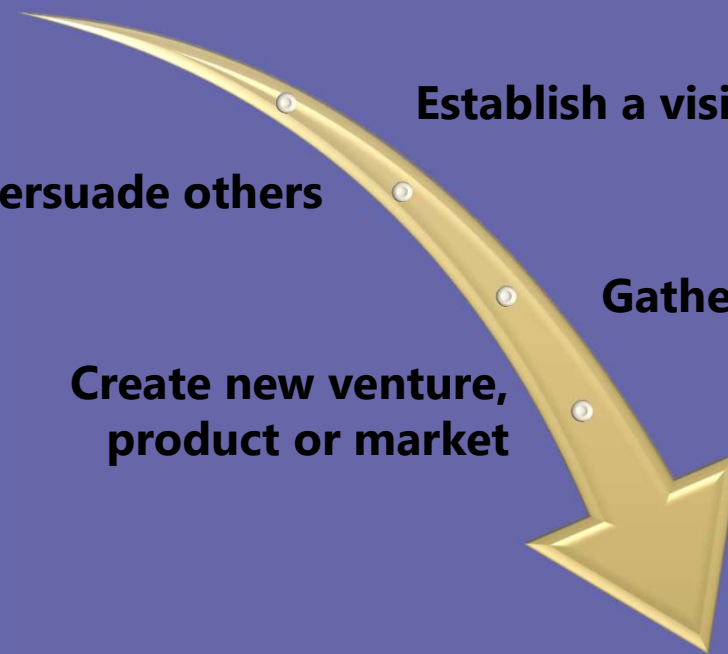
Establish a vision

Persuade others

Gather resources

**Create new venture,
product or market**

**Change/adapt with
time**



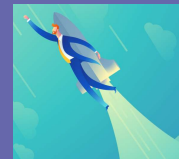
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WHY ENTREPRENEURSHIP?

- Job Creator, Not Job Seeker
- Develop Innovative Thinking
- Leadership & Collaboration
- Design Your Future
- Opportunities to create real impact



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COURSE OUTLINE

FOUR MODULES

THREE MONTHS

30 HOURS

CLASSES TWICE IN A WEEK

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COURSE CONTENT

Module 1: Basic Concepts

- Insight into entrepreneurship
- Importance and role of entrepreneur
- Understanding the mind-set of entrepreneurs
- Skill-Set: Key requirements for starting up
- Challenges, Pitfalls and avoiding pitfalls
- Activity: Case studies of successful Entrepreneurs

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COURSE CONTENT

Module 2: Problem Identification & Team Building

- Idea Identification and Prioritization: How to generate ideas?
- Innovation and Creativity
- Need Gap Analysis
- Value Creation
- Team Formation/Building
- Market Size estimation
- Segmenting & Targeting
- Business Incubators and their role

Relevant Case studies

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COURSE CONTENT

Module 3: Preparing a Business Plan

- What is a Business Model?
- Designing business process, location, layout
- Contents of Business Plan
- Competitive Analysis-SWOT/SWOC
- Feasibility Analysis

B-Model of different start-ups (Including Case Studies)

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COURSE CONTENT

Module 4: Launching the idea

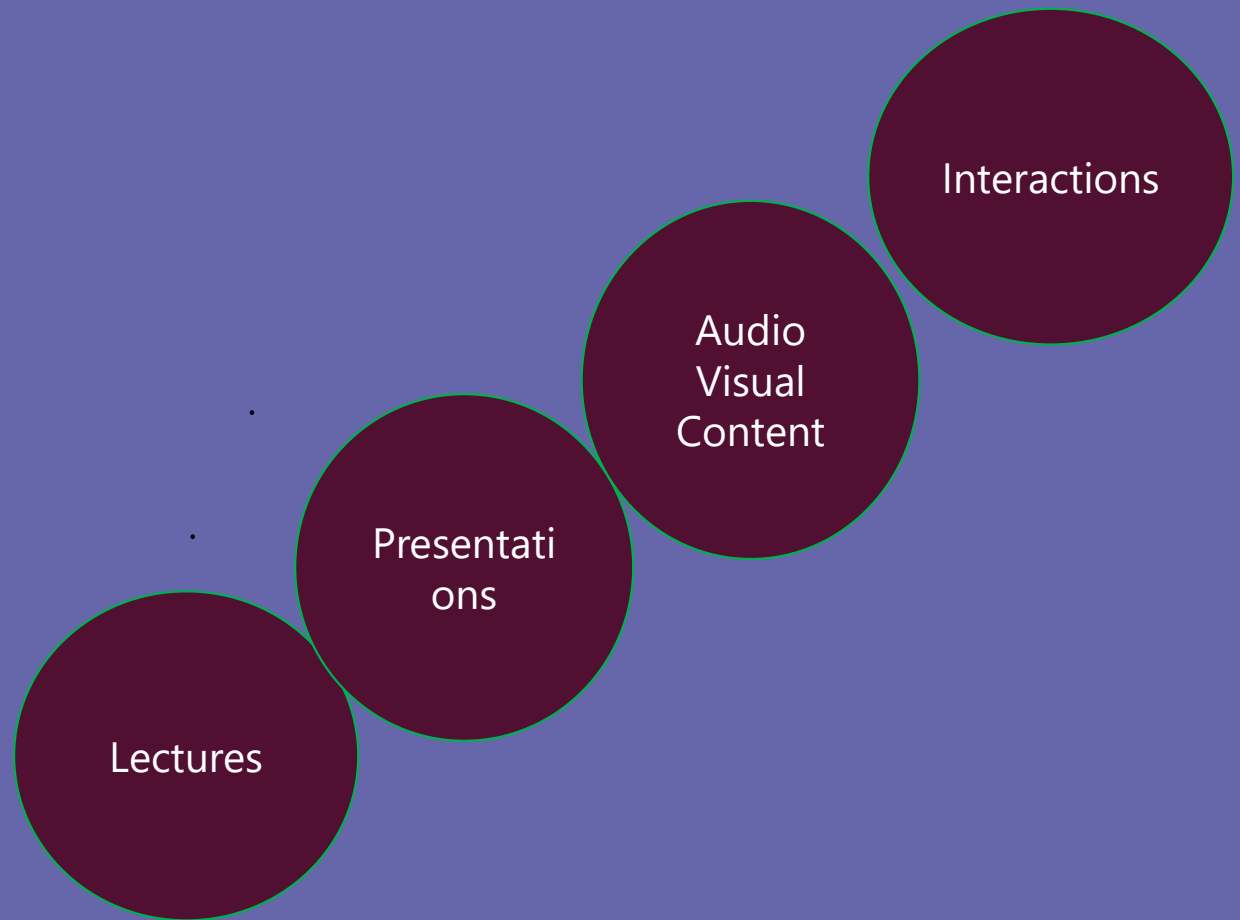
- Resource Mobilisation-man, money, machinery, material, methods
- Mobilizing Finance: Analysing and generating finance- Sources of finance-VCs, Angel Funding, PEs etc.
- Schemes run by Government of India
- Marketing Plan- Developing marketing strategies, promotion and distribution
- Commercialization
- Legal Formalities

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COURSE DELIVERY MODE





THANK YOU ALL