



**ADD ON COURSE
ON
ENTREPRENEURSHIP**

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

INTRODUCTION

In the current times, entrepreneurship has been accepted as the fundamental basis of industrialization and economic development. India today has a lot of job seekers but the pace of economic development is determined by successful entrepreneurs who are job creators. Entrepreneurs materialize available opportunities for the working population of the country and their contribution to increasing national income is quite significant, as they are the persons who functionally coordinate various sources of production.

The Department of Economics, Mangaldai College, under the able guidance of our Principal, Dr. Kamala Kanta Borah, understood the need of the hour and therefore took the initiative of starting an Add –On course on “Entrepreneurship” for students. This course aimed at infusing the problem-solving skills, self-critical reflection and open-mindedness in the students’ attitudes. This course provided an insight into the important concepts of entrepreneurship, which can help our students to understand the mindset of entrepreneurs and key requirements for starting up any business. The students also learnt about idea identification, team building, need gap analysis and value propositions in the form of business plan. It will also contribute in gaining insights about analyzing and generating finances and developing various promotional and marketing strategies to their ideas of business plan.

Expected Learning outcomes

The students who took up this course learnt:

- The art of mobilizing people and resources
- Creating value propositions in the form of business plan
- Pitching the business plan so created

Course Duration

The duration of the course is of three months with 30 hours contact classes with two classes in a week.

Student Participants:

The course is open to all students of Mangaldai College pursuing under graduations and post-graduation. Students need to apply for registration in the course and a nominal fee will be charged from students as decided by the course committee.

COURSE COMMITTEE

Course Mentor:

Dr. Kamala Kanta Borah, Principal, Mangaldai College

Course Coordinator:

Dr.Santosh Borkakati, HoD, Department of Economics

Members:

Mr. Umesh Ch. Sarma, Asstt. Professor

Department of Economics, Mangaldai College

Mr. Hemanta Chakraborty, Asstt. Professor

Mangaldai Commerce College

Dr. Pranjit Kumar Sarma, Coordinator, IIC

Mangaldai College

Dr. Jayanta Kumar Baruah, Asstt. Professor

Department of Geography, Mangaldai College

Mr. Lakhya Jyoti Gogoi, Asstt. Professor

B. Voc, Mangaldai College,

Mrs. Himakshi Baishya, Asstt. Professor

B. Voc, Mangaldai College

SYLLABUS AND STRUCTURE OF THE COURSE

The Course covers four modules:

- **Module 1** :Basic Concepts
- **Module 2** :Problem Identification & Team Building
- **Module 3** :Preparing a Business Plan
- **Module 4** :Launching the idea

<p>Module 1: Basic Concepts</p> <ul style="list-style-type: none"> • 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 	<p>Module 2: Problem Identification & Team Building</p> <ul style="list-style-type: none"> • 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
<p>Module 3: Preparing a Business Plan</p> <ul style="list-style-type: none"> • 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) 	<p>Module 4: Launching the Idea</p> <ul style="list-style-type: none"> • 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