

CERTIFICATE COURSE IN ENTREPRENEURSHIP MANAGEMENT

OVERVIEW

Managing others business and having our own business is the two different aspects of management. Entrepreneurs are the driver of the Indian economy who should have basic knowledge of various core Entrepreneurship functions of an organization such as HR, Finance, and Marketing.

OBJECTIVES

- This program has a focus on how to start and manage various resources to run a business.
- The program focuses on developing General management skills as required managing own organization.

CURRICULUM

Unit-1 Modern Small Business Enterprises

- Role of Small-Scale Industries (SSI)
- Concepts and Definitions of SSI
- Government Policy and Development of Small-Scale Sector in India
- Growth, Performance and Challenges of SSIs

Unit-2 Entrepreneurship

- Introduction to Entrepreneurship
- Entrepreneurial Motivation
- Business Ideas
- Identification of Opportunities
- Forms of Organisations

Unit-3 Development of a Business plan

- Business Planning Process
- Environmental Analysis
- Government Procedures for starting a venture
- Relevant acts for Entrepreneurship

Unit-4 Institution Supporting Small Business Enterprises

- Central Level Institutions
- State Level Institutions
- Other Agencies
- Industry Associations

Unit-5 Management of Small Business Enterprises

- Financial Management
- Marketing Management
- Production Management
- Human Resource Management
- Case Studies

