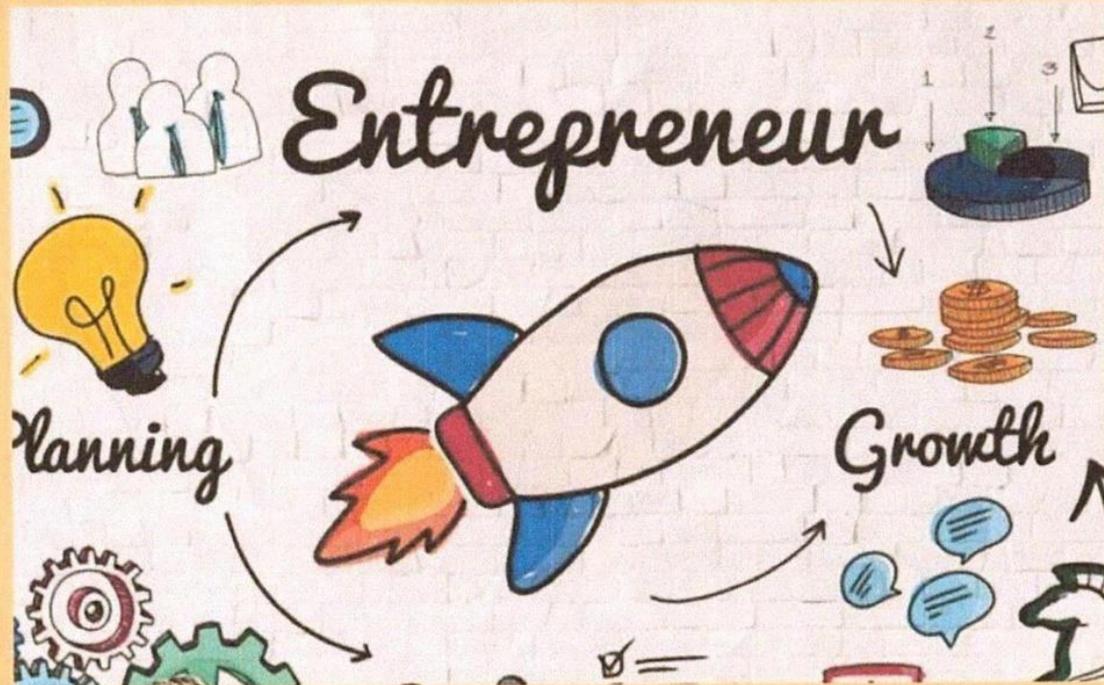




Shree Rahul Education Society's  
Shree L. R. Tiwari Degree College of Arts, Commerce & Science  
Kanakia Park, Mira Road (E), Thane-401107, Maharashtra.

30 Hrs. Certificate Course on



## WHAT WE DO

This includes financial literacy, marketing, leadership, product management, negotiation, strategic thinking, soft skills and so much more. Studying entrepreneurship and innovation gives you a well-rounded training that focuses on all of these areas, and more, to help you become well-versed in all of the areas that will impact your business venture.

## Basics of Entrepreneurship : Igniting Entrepreneurial Spirit

By; Mr. John D'Souza

Starting from: 6 January 2020 -  
22 January 2020

Time: 9:30 AM to 11:30 AM

Venue: Room No. 107

Programme Co-ordinator :  
Asst. Prof Sunil Vishwakarma





**Shree Rahul Education Society's**  
**Shree L. R. Tiwari Degree College of Arts, Commerce & Science**  
Kanakia Park, Mira Road (E), Thane-401107, Maharashtra.

Reference No: IQAC/AOC1920-04

Date: 1<sup>st</sup> Dec, 2019

## NOTICE

The students of all programmes are hereby informed that Shree L.R Tiwari Degree College of Art, Commerce & Science, is conducting a **Certificate Course on "Basics of Entrepreneurship: Igniting Entrepreneurial Spirit"** from 6th Jan, 2020 to 22<sup>nd</sup> Jan, 2020 for the benefits of students in the near future. Interested students contact to course Asst. Prof Sunil Vishwakarma before 30<sup>th</sup> Dec 2019.

Course Objective:-

1. To Understand Entrepreneurship: Develop a clear understanding of entrepreneurship, its characteristics, and its role in driving innovation, economic growth, and societal impact.
2. To Cultivate an Entrepreneurial Mindset: Foster an entrepreneurial mindset characterized by creativity, resilience, adaptability, risk-taking, and a passion for opportunity identification and problem-solving.
3. To Identify Business Opportunities: Learn how to identify and evaluate potential business opportunities, including market research, customer analysis, and trend analysis.
4. To Develop a Business Plan: Acquire skills in developing a comprehensive business plan, including defining a value proposition, conducting a competitive analysis, outlining a marketing strategy, and formulating financial projections.

  
**Asst. Prof. Sunil Vishwakarma**  
**Course Co-Ordinator**



  
**Dr. Chetna Shah**  
**(I/C Principal)**  
Shree L. R. Tiwari Degree College of Arts, Comm. & Sci.  
Kanakia Park, Mira Road (East),  
Dist. Thane - 401107. Maharashtra



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Kanakia Park, Mira Road (E), Thane-401107, Maharashtra.

**REPORT ON**

**“Basics of Entrepreneurship: Igniting Entrepreneurial Spirit”**

**15 Days Certificate Course for Students.**

**From 6th Jan, 2020 to 22<sup>nd</sup> Jan, 2020 (15 days – 2 Hours each - 30 Hours)**

**Objectives-**

1. To Understand Entrepreneurship: Develop a clear understanding of entrepreneurship, its characteristics, and its role in driving innovation, economic growth, and societal impact.
2. To Cultivate an Entrepreneurial Mindset: Foster an entrepreneurial mindset characterized by creativity, resilience, adaptability, risk-taking, and a passion for opportunity identification and problem-solving.
3. To Identify Business Opportunities: Learn how to identify and evaluate potential business opportunities, including market research, customer analysis, and trend analysis.
4. To Develop a Business Plan: Acquire skills in developing a comprehensive business plan, including defining a value proposition, conducting a competitive analysis, outlining a marketing strategy, and formulating financial projections.

**Methodology:**

1. Lectures: Expert faculty will conduct interactive lectures to introduce and explain key concepts.
2. Case Studies: Real-life case studies will be analysed to apply theoretical knowledge to practical scenarios.
3. Group Discussions: Participants will engage in group discussions to share insights and ideas.
4. Simulations: Hands-on simulations will provide a practical understanding of investment decisions.
5. Guest Lectures: Industry experts may deliver guest lectures to share their experiences and insights.

**REPORT**

**Introduction:** The certificate course, "Basics of Entrepreneurship: Igniting Entrepreneurial Spirit," is a comprehensive program designed by Shree L.R Tiwari Degree College of Art, Commerce & Science to provide participants(Student) with a solid understanding the fostering a



culture of entrepreneurship and empowering aspiring entrepreneurs to navigate the challenges of starting and managing a successful business. This report delves into the course's objectives, structure, and impact on participants' entrepreneurial mind-set and skills.

**Total number of Students Enrolled-101**

**Resource person- John Dsouza**

**Course Outline:** The course curriculum is divided into distinct modules, each addressing specific aspects of securities and investment. The outline for the 15-day program is as follows:

Sr. No.	Day	Content
1	Day 1	<p><b>Introduction to Entrepreneurship</b></p> <ul style="list-style-type: none"> <li>• Understanding the concept and importance of entrepreneurship</li> <li>• Exploring different types of entrepreneurship</li> <li>• Identifying entrepreneurial opportunities and mind-set</li> <li>• Group discussion: Sharing personal entrepreneurial ideas</li> </ul>
2	Day 2	<p><b>Characteristics and Traits of Successful Entrepreneurs</b></p> <ul style="list-style-type: none"> <li>• Examining the common characteristics of successful entrepreneurs</li> <li>• Developing an entrepreneurial mind-set and attitude</li> <li>• Identifying personal strengths and areas for improvement</li> <li>• Practical exercises: Self-reflection and personal assessment</li> </ul>
3	Day 3	<p><b>Idea Generation and Opportunity Identification</b></p> <ul style="list-style-type: none"> <li>• Techniques for generating business ideas</li> <li>• Identifying market gaps and potential opportunities</li> <li>• Assessing feasibility and viability of business ideas</li> <li>• Group activity: Brainstorming and evaluating business ideas</li> </ul>
4	Day 4	<p><b>Market Research and Analysis</b></p> <ul style="list-style-type: none"> <li>• Importance of market research in entrepreneurship</li> <li>• Conducting market research and competitor analysis</li> <li>• Identifying target customers and understanding their needs</li> <li>• Practical session: Conducting market research activities</li> </ul>
5	Day 5	<p><b>Business Model Canvas and Value Proposition</b></p> <ul style="list-style-type: none"> <li>• Understanding the Business Model Canvas</li> <li>• Defining the value proposition and unique selling points</li> <li>• Developing a customer-centric business model</li> </ul>



		<ul style="list-style-type: none"> <li>• Group activity: Creating a Business Model Canvas</li> </ul>
6	Day 6	<b>Financial Basics for Entrepreneurs</b> <ul style="list-style-type: none"> <li>• Introduction to financial management for entrepreneurs</li> <li>• Understanding revenue, costs, and profitability</li> <li>• Budgeting and financial forecasting</li> <li>• Practical exercises: Creating a basic financial plan</li> </ul>
7	Day 7	<b>Funding and Financing Options</b> <ul style="list-style-type: none"> <li>• Exploring different funding and financing options for start-ups</li> <li>• Understanding bootstrapping, loans, investments, and grants</li> <li>• Pitching to investors and writing effective business plans</li> <li>• Group discussion: Analysing real-life funding scenarios</li> </ul>
8	Day 8	<b>Legal and Regulatory Considerations</b> <ul style="list-style-type: none"> <li>• Basics of business legal structures and registration</li> <li>• Intellectual property rights and protection</li> <li>• Compliance with local laws and regulations</li> <li>• Practical session: Registering a hypothetical business entity</li> </ul>
9	Day 9	<b>Marketing and Branding Strategies</b> <ul style="list-style-type: none"> <li>• Developing effective marketing strategies for start-ups</li> <li>• Branding and creating a unique brand identity</li> <li>• Online and offline marketing channels</li> <li>• Group activity: Designing a marketing campaign</li> </ul>
10	Day 10	<b>Sales and Customer Relationship Management</b> <ul style="list-style-type: none"> <li>• Sales techniques and strategies for entrepreneurs</li> <li>• Building and maintaining customer relationships</li> <li>• Customer service and satisfaction</li> <li>• Practical exercises: Role-plays on sales and customer management</li> </ul>
11	Day 11	<b>Operations and Supply Chain Management</b> <ul style="list-style-type: none"> <li>• Basics of operations management for start-ups</li> <li>• Managing the supply chain and logistics</li> <li>• Quality control and efficiency</li> <li>• Group discussion: Analysing operations management challenges</li> </ul>
12	Day 12	<b>Entrepreneurial Leadership and Team Building</b>



		<ul style="list-style-type: none"> <li>• Developing leadership skills for entrepreneurs</li> <li>• Building and managing effective start up teams</li> <li>• Motivating and inspiring team members</li> <li>• Practical sessions: Team-building exercises and leadership simulations</li> </ul>
13	Day 13	<b>Risk Management and Resilience</b> <ul style="list-style-type: none"> <li>• Identifying and managing risks in entrepreneurship</li> <li>• Mitigating risks and crisis management</li> <li>• Building resilience and adapting to challenges</li> <li>• Group activity: Analysing risk scenarios and developing mitigation strategies</li> </ul>
14	Day 14	<b>Networking and Collaboration</b> <ul style="list-style-type: none"> <li>• Importance of networking in entrepreneurship</li> <li>• Building professional connections and strategic partnerships</li> <li>• Leveraging networking events and platforms</li> <li>• Practical session: Networking exercises and elevator pitch practice</li> </ul>
15	Day 15	<b>Business Growth and Scaling</b> <ul style="list-style-type: none"> <li>• Strategies for scaling and growing a start up</li> <li>• Expansion, diversification, and internationalisation</li> <li>• Reviewing the entrepreneurship journey</li> <li>• Final group discussion and Q&amp;A session</li> <li>• Course conclusion</li> </ul>

**Course Outcome:** Student Understand Entrepreneurship: Develop a clear understanding of entrepreneurship, its characteristics, and its role in driving innovation, economic growth, and societal impact.

1. Student Understand the Cultivate an Entrepreneurial Mindset: Foster an entrepreneurial mindset characterized by creativity, resilience, adaptability, risk-taking, and a passion for opportunity identification and problem-solving.
2. Student Understand to Identify Business Opportunities: Learn how to identify and evaluate potential business opportunities, including market research, customer analysis, and trend analysis.



3. Student Understand to Develop a Business Plan: Acquire skills in developing a comprehensive business plan, including defining a value proposition, conducting a competitive analysis, outlining a marketing strategy, and formulating financial projections.



**Asst. Prof Sunil Vishwakarm**  
**Course Co-Ordinator**



**Dr. Chetna Shah**  
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**Modules**

Sr. No.	Content
1	<p><b>Module 1- Introduction to Entrepreneurship &amp; Market Research</b></p> <p><b>Lesson No 1- Introduction to Entrepreneurship</b></p> <ul style="list-style-type: none"><li>• Understanding the concept and importance of entrepreneurship</li><li>• Exploring different types of entrepreneurship</li><li>• Identifying entrepreneurial opportunities and mind-set</li><li>• Group discussion: Sharing personal entrepreneurial ideas</li></ul> <p><b>Lesson No 2- Characteristics and Traits of Successful Entrepreneurs</b></p> <ul style="list-style-type: none"><li>• Examining the common characteristics of successful entrepreneurs</li><li>• Developing an entrepreneurial mind-set and attitude</li><li>• Identifying personal strengths and areas for improvement</li><li>• Practical exercises: Self-reflection and personal assessment</li></ul> <p><b>Lesson No 3-Idea Generation and Opportunity Identification</b></p> <ul style="list-style-type: none"><li>• Techniques for generating business ideas</li><li>• Identifying market gaps and potential opportunities</li><li>• Assessing feasibility and viability of business ideas</li><li>• Group activity: Brainstorming and evaluating business ideas</li></ul> <p><b>Lesson No 4- Market Research and Analysis</b></p> <ul style="list-style-type: none"><li>• Importance of market research in entrepreneurship</li><li>• Conducting market research and competitor analysis</li><li>• Identifying target customers and understanding their needs</li><li>• Practical session: Conducting market research activities</li></ul>
2	<p><b>Module 2- Financial Basics and Funding Options</b></p> <p><b>Lesson No 5- Business Model Canvas and Value Proposition</b></p> <ul style="list-style-type: none"><li>• Understanding the Business Model Canvas</li><li>• Defining the value proposition and unique selling points</li><li>• Developing a customer-centric business model</li><li>• Group activity: Creating a Business Model Canvas</li></ul> <p><b>Lesson No 6- Financial Basics for Entrepreneurs</b></p> <ul style="list-style-type: none"><li>• Introduction to financial management for entrepreneurs</li><li>• Understanding revenue, costs, and profitability</li><li>• Budgeting and financial forecasting</li></ul>



	<ul style="list-style-type: none"> <li>• Practical exercises: Creating a basic financial plan</li> </ul> <p><b>Lesson No 7 Funding and Financing Options</b></p> <ul style="list-style-type: none"> <li>• Exploring different funding and financing options for start-ups</li> <li>• Understanding bootstrapping, loans, investments, and grants</li> <li>• Pitching to investors and writing effective business plans</li> <li>• Group discussion: Analysing real-life funding scenarios</li> </ul> <p><b>Legal and Regulatory Considerations</b></p> <ul style="list-style-type: none"> <li>• Basics of business legal structures and registration</li> <li>• Intellectual property rights and protection</li> <li>• Compliance with local laws and regulations</li> <li>• Practical session: Registering a hypothetical business entity</li> </ul>
3	<p><b>Module 3- Marketing, Sales &amp; CRM</b></p> <p><b>Lesson No 9- Marketing and Branding Strategies</b></p> <ul style="list-style-type: none"> <li>• Developing effective marketing strategies for start-ups</li> <li>• Branding and creating a unique brand identity</li> <li>• Online and offline marketing channels</li> <li>• Group activity: Designing a marketing campaign</li> </ul> <p><b>Lesson No 9- Sales and Customer Relationship Management</b></p> <ul style="list-style-type: none"> <li>• Sales techniques and strategies for entrepreneurs</li> <li>• Building and maintaining customer relationships</li> <li>• Customer service and satisfaction</li> <li>• Practical exercises: Role-plays on sales and customer management</li> </ul>
4	<p><b>Module 4- SCM, Entrepreneurial Leadership &amp; Risk Management</b></p> <p><b>Lesson No 10- Operations and Supply Chain Management</b></p> <ul style="list-style-type: none"> <li>• Basics of operations management for start-ups</li> <li>• Managing the supply chain and logistics</li> <li>• Quality control and efficiency</li> <li>• Group discussion: Analysing operations management challenges</li> </ul> <p><b>Lesson No 11- Entrepreneurial Leadership and Team Building</b></p> <ul style="list-style-type: none"> <li>• Developing leadership skills for entrepreneurs</li> <li>• Building and managing effective start up teams</li> <li>• Motivating and inspiring team members</li> <li>• Practical sessions: Team-building exercises and leadership simulations</li> </ul> <p><b>Lesson No 12- Risk Management and Resilience</b></p> <ul style="list-style-type: none"> <li>• Identifying and managing risks in entrepreneurship</li> </ul>



	<ul style="list-style-type: none"> <li>• Mitigating risks and crisis management</li> <li>• Building resilience and adapting to challenges</li> <li>• Group activity: Analysing risk scenarios and developing mitigation strategies</li> </ul>
5	<p><b>Module 5- Collaboration &amp; Business Growth</b></p> <p><b>Lesson No 13- Networking and Collaboration</b></p> <ul style="list-style-type: none"> <li>• Importance of networking in entrepreneurship</li> <li>• Building professional connections and strategic partnerships</li> <li>• Leveraging networking events and platforms</li> <li>• Practical session: Networking exercises and elevator pitch practice</li> </ul> <p><b>Lesson No 14- Business Growth and Scaling</b></p> <ul style="list-style-type: none"> <li>• Strategies for scaling and growing a start up</li> <li>• Expansion, diversification, and internationalisation</li> <li>• Reviewing the entrepreneurship journey</li> <li>• Final group discussion and Q&amp;A session</li> <li>• Course conclusion</li> </ul>

