

SELF-PACED

ENTREPRENEURIAL ESSENTIALS: TURNING IDEAS INTO REALITY



COURSE OVERVIEW

Develop the knowledge and skills necessary to identify, create, and successfully manage entrepreneurial opportunities while understanding the challenges, risks, and ethical considerations involved in building and scaling a sustainable business.

COURSE OBJECTIVE

Course Objectives: At the end of this course, learners will be able to:

1. Assess the fundamental concepts of entrepreneurship and its significance in the business landscape.
2. Formulate innovative ideas and recognize potential business opportunities through critical thinking and analysis.
3. Design a comprehensive business plan that encompasses market research, financial projections, and operational strategies.
4. Develop effective entrepreneurial marketing strategies, considering target audiences and competitive positioning.
5. Evaluate financial requirements, fundraising options, and implement sound financial management practices for sustainable business growth.

WHAT YOU WILL LEARN

In this course you will learn, concepts of entrepreneurship and its significance in the business landscape, recognize potential business opportunities through critical thinking and analysis, financial requirements, fundraising options.

SKILLS YOU WILL GAIN

Self-awareness Regulation of emotion, Social Skills, Active listening, Motivation, Emotional Self-awareness, Empathy, Emotional self-control, Decision- making, Curiosity of self-Assertiveness, Communication

PROGRAM HIGHLIGHTS

Instructor - Mr. Uday Bhate

Duration - 12 Weeks

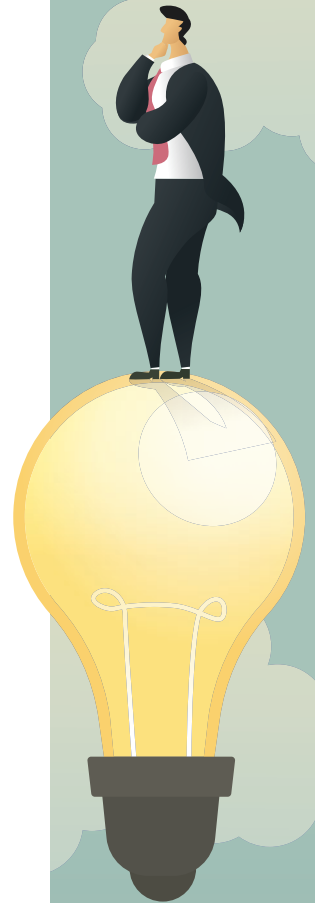
Eligibility - 10+2

No. of Sessions - 105

Placement training - N/A

Language - English

Shareable certificate - Yes



Module 1 Introduction to Entrepreneurship

- Session 1 Introduction to the concept of enterprise
- Session 2 Examples of Real world enterprises
- Session 3 Types of enterprises – Overview
- Session 4 Discussion on young entrepreneurs
- Session 5 Characteristics of entrepreneurs
- Session 6 Advantages and Disadvantages of entrepreneurship
- Session 7 Basic office and productivity skills
- Session 8 Jobs Vs Entrepreneurship
- Session 9 Types of Entrepreneurships



Module 2 Ideation and Opportunity Recognition

- Session 1 Exploring ideas: Starting with your own idea
- Session 2 Using pre-existing ideas
- Session 3 Sources of ready ideas and schemes
- Session 4 Market survey –How to gather information
- Session 5 Secondary study and reports
- Session 6 Primary study
- Session 7 Identifying and analysing competitors and their products
- Session 8 Identifying your target markets: Identifying who will buy, geography
- Session 9 Customer types – tools and templates to shortlist market segment



Module 3 Business Planning

- Session 1 Different parts of a business plan
- Session 2 Creating a practical plan
- Session 3 Case study on Business Plan
- Session 4 Case study on Investor Presentation
- Session 5 Types of business organisations, Advantages & Disadvantages
- Session 6 Formalities for setting up a Enterprise
- Session 7 Documents required to set up business
- Session 8 Registration process, legal aspects
- Session 9 Registration with different government bodies
- Session 10 Compliance, schemes and benefits.



Module 4 Entrepreneurial Marketing

- Session 1 Sourcing and creating potential customer lists
- Session 2 Defining methods of communicating
- Session 3 Building and testing business idea



- Session 4 How to price your products and services
- Session 5 Cost plus pricing method
- Session 6 Market pricing method
- Session 7 Penetration pricing
- Session 8 Discounts, Offers and Promotions
- Session 9 Customer service and partner relations
- Session 10 Using internet for business - Using cloud for storing files, Task lists, calculators
- Session 11 Sending emails and Quotations
- Session 12 Smart usage of Smart phone - Speech to text, images, videos, search
- Session 13 How to use mobile phone for your business- WhatsApp, YouTube and Instagram
- Session 14 Social media marketing
- Session 15 Maintaining your website
- Session 16 Selling on e-comm platforms
- Session 17 IPRs, Patents, Copyrights, Goodwill



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Module 5 Fundraising and Financial Management

- Session 1 Incubation
- Session 2 Resource mobilisation
- Session 3 How to apply for a loan - Banks & Financing Institutions
- Session 4 How to apply for a loan - NBFC's & MFI's
- Session 5 Digital apps for loans and precautions
- Session 6 Using BNPL facilities
- Session 7 Basics of accounting- Part 1



- Session 8 Basics of accounting- Part 2
- Session 9 Record Keeping
- Session 10 Using accounting apps - Part 1
- Session 11 Using accounting apps - Part 2
- Session 12 GST
- Session 13 Income tax, TDS
- Session 14 Calculating cash flows
- Session 15 P&L
- Session 16 Operating and Leverage Ratios
- Session 17 Operating and Capital Budget



Module 6 Operations and Management

- Session 1 Identifying skill sets required
- Session 2 Recruitments
- Session 3 Compensation Structures
- Session 4 Mandatory payments like ESI, PF
- Session 5 Labour Laws
- Session 6 Different methods of purchases - cash/ credit, online purchases, wholesale markets
- Session 7 Difference between trade discounts, cash discounts
- Session 8 What are the Documents required relating to purchases
- Session 9 Managing delivery of services: Delivery processes, logistics
- Session 10 Documents for delivery
- Session 11 Delivery options provided by e-comm platforms Vs individual delivery arrangements
- Session 12 Production, operations and quality : Importance of process and quality standards
- Session 13 MIS
- Session 14 Apps to improve processes and quality
- Session 15 Managing costs



Module 7 Growing and Scaling the Business

- Session 1 Intro to various sales channels - Adv & Disadv
- Session 2 Processes and manpower required
- Session 3 Franchise model Vs Branches
- Session 4 Partnerships used for sales & marketing
- Session 5 Sales Channels
- Session 6 Traditional Vs New Age Marketing
- Session 7 New Age Marketing - Inbound Marketing
- Session 8 New Age Marketing - Social Media Marketing
- Session 9 New Age Marketing - Influencer Marketing
- Session 10 New Age Marketing - Personalization
- Session 11 New Age Marketing - Marketing Automation
- Session 12 Understanding Thought Leadership
- Session 13 Leveraging Thought Leadership
- Session 14 Fundamentals of Market mapping
- Session 15 Applying Market Mapping
- Session 16 Smart work and productivity tools
- Session 17 Identifying and Mitigating Risks



Module 8 Entrepreneurial Challenges and Risks

- Session 1 Identifying and Mitigating Risks
- Session 2 Legal and Regulatory Challenges
- Session 3 Dealing with Failure and Setbacks



Module 9 Ethics and Social Responsibility

- Session 1 Ethics in Entrepreneurship
- Session 2 CSR & Sustainability
- Session 3 Purpose Driven Business



Module 10 Conclusion and Final Project

- Session 1 Ideate and Plan Your Business
- Session 2 Secondary Market Research
- Session 3 Developing Market Strategy
- Session 4 Financial Forecast
- Session 5 Elevator Pitch



Contact Us



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