



Certificate Course on **ENTREPRENEURSHIP DEVELOPMENT**

LAUNCHING ON 18TH SEPTEMBER 2020





COURSE OVERVIEW

MODULE 1

BASICS OF ENTREPRENEURSHIP

This module will take you through the ins and outs of basic entrepreneurship terminologies. You will get well versed with what is Entrepreneur, what does he do, Qualities of an Entrepreneur. Furthermore, we will dive deep into the history of Entrepreneurship, current culture and its future.

MODULE 2

BASICS OF FINANCE, ECONOMICS, AND MARKETING

With Entrepreneurship comes responsibility, especially financial one. This module will help you steer through basic accounting and bookkeeping concepts, some basics of Economics, Sales and Marketing, Taxation and Government policies for startup.



KEY FEATURES

30+Sessions per module

2 Months Duration per module

10+Speakers

30+Hrs of Knowledge per module

ROI - Infinite

Stay Tuned!

COURSE OBJECTIVES

With India saturating with engineers, the need of the hour is most definitely job creators, not job seekers. The main reason for failure of 90% first generation startup is lack of formal education in Entrepreneurship. This minor certification course aims to impart knowledge with regard to Entrepreneurship in a series of 5 modules each one aptly chosen and carefully prepared. The course aims to tackle the likes of basic Entrepreneurship lingo, Finance, Economics, Marketing, and all that comes with it. At the end of course, you should have in hand a business plan and all the necessary knowledge and resources to get on with your next business venture.

Module 1

- What does Entrepreneur do?
- Qualities of an Entrepreneur.
- History of Entrepreneurship.
- Current culture.
- Future of Entrepreneurship.

Module 2

- Finance: The cash flow management, availability of funds, and other investments.
- Economics: Distribution of resources, predicting the economy, understanding consumer behavior.
- Marketing: Difference between sales and marketing, publicizing your brand and your product

KEY UNITS

Module 1

Unit 1- Introduction

- Entrepreneur-Definition
- Characteristics of a successful Entrepreneur
- Qualities and skills required to be an Entrepreneur
- Functions of Entrepreneur

Unit 2-Entrepreneurial journey

- Evolution of Entrepreneurship
- Entrepreneurial Spirit
- Theories of Entrepreneurship
- Challenges in Entrepreneurship

Unit 3-New Trends in Entrepreneurship

- Co-working spaces
- Boot Camps
- Seed Accelerators
- Venture Capital

Module 2

Unit 1- Introduction to Finance and Accounting

- Bookkeeping and Accounting
- Classification of Accounts

Unit 2-Basics of Economics

- Microeconomics and macroeconomics, utility
- Theory of Demand, determinants, demand forecasting

Unit 3-Sales and Marketing

- Difference between Sales and Marketing
- Understanding customer needs and wants marketing mix

Unit 4-Digital Marketing

- Introduction,channels,Digital vs. Real Marketing
- Content management

Unit 5-Government policy and taxation

- Government policy for small &medium Enterprise
- Tax incentives & Concessions

WHO CAN REGISTER?

EVERY
STUDENT/ENTREPRENEUR,
FACULTY MEMBER AND EVEN
WHO IS PART OF THIS
ECOSYSTEM AND WILLING
GROW HIS/HER BUSINESS

FEES STRUCTURE

**For GECA students
1000/-**

**For NON GECA
students
1500/-**

CONCESSIONAL REWARDS SCHEME IS AVAILABLE

LAUNCHING OF MODULE 1 & 2

18TH SEPTEMBER 2020

[Register here.](#)

DURATION

1. The lectures will be 4hrs a week (Mostly on weekends).
2. Two months program

EXAMINATION SHEMES

1. Class Test-15 Marks
2. Teachers Assessment- 25 Marks
3. End Semester Examination-60 Marks



CERTIFICATION

Certification of Merit will be provided to students scoring above 35% and a certificate of participation for the rest of the students

**CERTIFICATION
(AFTER COMPLETION
OF COURSE)**

**QUIZ AFTER EACH
SESSION**

**ATTEND ONLINE
LECTURES AND
PARTICIPATE IN
ACTIVITIES**

**ONLINE FEES
PAYEMENT**

**STEPS TO
ACCESS THE
PROGRAM**

REGISTRATION

BANK ACCOUNT DETAILS

A/C Name:ANKURGECA INCUBATION CENTRE FOUNDATION

A/C Number:002988700000373

IFSC:YESB00000029

Branch Name:Adalat road-Aurangabad

A/C Type:Current

**MR. KRUSHNA
AMILKANTHWAR**
Incubation
Manager(AICF)

DR. SUHAS MOHITE
Faculty
Coordinator(AICF)

FAQs

- I am interested in this course but I am not sure about my career as an Entrepreneur. What should I do?

Although this course is highly centered around teaching entrepreneurship and all the other technical skills that come with it, entrepreneurship is truly a way of life. Whatever you will learn in this course, we are positive that you will be able to apply it in your life irrespective of you choosing entrepreneurship as your career. No learning, no knowledge ever goes to waste and we assure you that will be the case here.

- I am new to the field of Entrepreneurship, these terms and the lingo scare me. Is this course right for me?

All of us have been new to something sometime, Sundar Pichai was new to coding, Bezos was new to business, and Rhea was new too, well whatever she is good at. The point being, this course does not promise you the moon and the stars but it definitely plans you to make your entrepreneurial journey easier.

- I am a student/working professional with a startup idea, will joining this course help me?

First of all congrats on having the guts to choosing entrepreneurship as your career, we appreciate it. Second, we are looking for people like you. Joining our course will bring you closer to the incubation center that hosts this course and eventually help you in growing your business. Furthermore, who knows, you might find your next CTO in one of our sessions :)

- I really want to enroll in this course but I don't think I will be able to give time every week towards it. Should I enroll?

Frankly, you would be missing out on an amazing journey. We encourage you to enroll. If you are not able to complete the course, totally fine, at least you would end up with a bigger network than you had before. We don't know who said this but having a good network is being a good entrepreneur.



WEBSITE

<http://ankur.geca.ac.in/>



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CONTACT

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