



E-Learning Course Title: ENTREPRENEURSHIP & START UPS

Registration Fee (including GST):- Rs 1475/-

Kindly Register before 30 November, 2020

Commencement Date/Week: 1st Week of December 2020 (User Login details to access the course will be communicated to the registered user in the 1st week of December, 2020)

About eLearning Program: -

The E-Learning Program “Entrepreneurship and Startups”, has been formalized in a manner, by which aspiring learners, can get acquainted with the meaning and concepts of what entrepreneurship is, why it is important, what are its types, what is a startup venture and how different it is from entrepreneurship. It provides understanding of who may be an entrepreneur, what are the characters to develop, and what should be the entrepreneurial mindset. It also provides a vivid description of the Indian startup ecosystem, how to generate a new entry opportunity and ultimately how to develop it into a corporate entrepreneurship.

The Program covers the Entrepreneurial process, by highlighting how ideas are created, how opportunities are recognized, and by evaluation of those opportunities how to create a viable business plan, which includes marketing plan, organizing plan and a financial plan. It also gives a road map of how from the planning stage to formally launching a business entity, what are the types of such entities, how the venture will be funded, and once venture starts how to manage, and thereafter how to harvest growth by adopting strategies.

E-Learning Course Coverage:-

Module 1 Entrepreneurship/Start-ups-- Concepts & Ecosystems

Covers the concepts and ecosystems of what entrepreneurship is, why it is important, what are its types, what is a startup venture and how different it is from entrepreneurship. It provides understanding of who may be an entrepreneur, what are the characters to develop,

and what should be the entrepreneurial mindset. It also provides a vivid description of the Indian startup ecosystem, how to generate a new entry opportunity and ultimately how to develop it into a corporate entrepreneurship.

Module 1 Entrepreneurship/Start-ups-- The Entrepreneurial Process

Covers the Entrepreneurial process, by highlighting how ideas are created, how opportunities are recognized, and by evaluation of those opportunities how to create a viable business plan, which includes marketing plan, organizing plan and a financial plan. It also gives a road map of how from the planning stage to formally launching a business entity, what are the types of such entities, how the venture will be funded, and once venture starts how to manage, and thereafter how to harvest growth by adopting strategies.

Register to learn (Key Learning's in bullet points)

- To get acquainted with the overall concept of Entrepreneurship and Startup ventures
- Startup ecosystems
- How to create and generate ideas
- How to launch an entrepreneurship or startup venture
- How to develop a Business Plan of the proposed venture
- Marketing, Organization and Financial Plan
- Sources of funding for the new venture
- Growth Strategies

Thanks & Regards

NPC Team

Course conducted by Group/ Regional Directorate Name: - **__Economic Services**

Name & Designation of Course Coordinator: **Rajesh Sund, Director (Economic Services)**

Course Coordinator Contact Details-----8799784715

National Productivity Council