

MES COLLEGE MARAMPALLY
DEPARTMENT OF COMMERCE
CERTIFICATE COURSE FOR FIRST year B.COM STUDENTS
ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

Instructors: RAFEELKAMOL C A&NIZAMOLE ABDULKHADER

Department offering the course: Commerce

Name of the Institution: MES College, Marampally

Number of hours: 30 hours

MODULES	TOPICS
1	Introduction to entrepreneurship-importance-types of entrepreneurs-Positioning as a entrepreneur-generating ideas-Building and presenting an effective Business plan
2	Women entrepreneurship-opportunities, problems and remedial measures-Highlights of the successful women entrepreneurs.
3	Setting up of a SSI units-importance-how to set up SSI unit-types of sources-Outcomes
4	Start ups and incubation centers-foundation for startups-importance and scope-types of startups-start up mission-types of sources-VCs, Angel funding etc-Marketing strategies for new ventures through startups.
5	Industrial collaboration-Evaluation of recent challenges faced in entrepreneurship-mentoring session with a member of investor and entrepreneur community (for students with business plan)-Practical session for developing an effective business model-Startup mission visit-industrial visit.