



Autonomous (2016-17)

Malad Kandivli Education Society's

NAGINDAS KHANDWALA COLLEGE

OF COMMERCE, ARTS & MANAGEMENT STUDIES

AND SHANTABEN NAGINDAS KHANDWALA COLLEGE OF SCIENCE

(Re-accredited (3rd cycle) by NAAC with 'A' Grade)

ISO 9001 : 2015 Certified

Educational Excellence Award By Indus Foundation, U.S.A.

IMC Ramkrishna Bajaj National Quality Commendation Certificate

Syllabus Along With Course Objectives

And

Outcomes Of The Value Added Courses Offered.

DR. (MRS.) ANCY JOSE
PRINCIPAL





Nagindas Khandwala College

Autonomous

Name of Course : Certificate course in Finding an Entrepreneur in You

Course Objectives:

1. To introduce basic concepts of entrepreneurship.
2. To explain the various components of SWOT analysis of individual.

Course Outcomes:

CO 1: Learners will be able to recognize the basic concepts of Entrepreneurial and profiling of individuals (**Level: Knowledge**)

CO 2: Learners will be able to explain the various components of Business Modeling (**Level: Comprehension**)

Course	Duration	Deliverables
Finding an 'entrepreneur' in you!	40 Hours	<ul style="list-style-type: none">• Concepts of entrepreneurship• SWOT analysis of individuals• Entrepreneurial profiling of individuals• Opportunity identification exercise• Business Modeling of ideas• Idea generation exercise• Market analysis case study

Layout of the program: (3hours/day)

Part-1: (15 hours)

- a. Awareness about the concept of Entrepreneurship: Why to start an enterprise?
 - Entrepreneurship: the definition
 - Entrepreneurship as a career option.
 - Life of an entrepreneur: an audio-visual learning exercise.
- b. Introduction to the SWOT module and realizing self-capabilities through it.
 - SWOT Module & basics of SWOT analysis.
 - SWOT: for organization & team building.
 - SWOT profile of individual candidates: Classroom exercise.
 - Creating entrepreneurial profile of individuals: Classroom exercise.
- c. Opportunity Identification module: What can be done?
 - Basic techniques for opportunity identification.
 - Cost-benefit analysis in pursuing an opportunity.
 - Identifying opportunities around: Classroom exercise.



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Part-2: (15 hours)

Business Formulation module: How it can be done?

- Business Model Canvas: introduction to the template.
- Live examples of business models and their modification.
- Making your Business Model Canvas: Classroom exercise.

Part-3: (10 hours)

Going to the market: Ways of testing the possibilities of the project.

- Basics of marketing
- Segmentation-Targeting-Positioning
- Consumer need analysis: Who will pay? Why will they pay & for what?
- My marketing campaign: Classroom exercise.

Fees Rs. 2,500

Course conducted by Udhyamita (www.udhyamita.com)




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