

## **Certificate Course on Entrepreneurship Idea Development for Start-Up (26-03-2019 to 07-04-2019)**

### **Syllabus/Curriculum**

#### **COURSE HIGHLIGHTS:**

- Business idea generation, validation and Business models.
- Entrepreneur skill sets.
- Business venture types and registration process.
- Statutory registration and compliance.
- Statutory book keeping and understanding of financial statements.
- Costing, pricing and techniques of cost reduction.
- Marketing methods and techniques.
- Digital marketing and social media promotion.
- Income tax and compliance.
- GST and Compliance.
- Start-up's funding and growth techniques.

### **Assessment Procedure**

The students were assessed through a short quiz generated after each session, with the help of google forms, which at the end returned correct answers to enhance the understanding of students. The 10 minutes presentation is taken from each participant after the course completion and gave them opportunity to pitch their ideas.

### **Summary with Outcome:-**

Shyam Lal College Centre for Skill Development (CSD) has organised a 30 hours Certificate course on “entrepreneurship idea development for start-up” from 26-03-2019 to 07-04-2019. This course had many speakers who discussed on varied topics such as various schemes offered by the MSME to promote start-ups in India; innovative and creative way of elucidating the

concepts of invention, innovation and skill, through story lines, case studies and PowerPoint presentations; entrepreneurial support system and its ecosystem; the many hindrances that may come in the way while an individual plan to start his own business inclusive of risk bearing, peer pressure, ground working and much more; orientation to MSME grants that help young and budding entrepreneurs by giving a head start and being their helping hand in financial as well as emotional aspects; encouraging participants with real life examples to experience innovation and creativity; introduction to fundamental principal of entrepreneurship that an idea without a solution to the problems is not an entrepreneurial idea; familiarizing with the whole process of Registration and Licensing step by step; apprising the participants with many schemes like Aspire, Pradhan Mantri Kaushal Yojna and Women Entrepreneurship Platform (WEP), i.e., Women Entrepreneurs Platform which is established specially for women and inviting real entrepreneurs to share their success stories motivating students further. Participants were given a task to present a business plan on the innovation, creativity, viability of the generation of funds, approach to target markets and team coordination. Total 110 Students enrolled in this course.



**SLC (University of Delhi)  
Shyam Lal College  
IQAC  
&  
Skill Development Committee(SDC)  
*present***

**Certificate Course on**

**Entrepreneurship Idea  
Development  
for  
Start-Up**

*From: 26<sup>th</sup> March, 2019*

*To: 7<sup>th</sup> April, 2019*

**Dr. Kavita Arora**  
Convenor, SDC

**Prof. Rabi Narayan Kar**  
Principal, SLC