

**SRI VENKATESWARA COLLEGE**

**DEPARTMENT OF COMMERCE**

This is to inform you all that the Department of Commerce is offering an Add on course on “Entrepreneurship” starting from Sep 18- Nov 27, 2021. The classes will be held on every Saturday via virtual mode. Due to the limited availability of seats, the candidates will be registered on first cum first serve basis. Kindly click on the following link for the registration:

Link for Registration: <http://college.svc.ac.in/svccoll/register.php>

**Teacher-In-Charge**


**Principal**

**Prof. C. Sheela Reddy**



**Dr. Shruti Mathur**

**Convener**



**Dr. Neha Singhal**

## **ANNEXURE**

**SRI VENKATESWARA COLLEGE (University of Delhi)**  
**Benito Juarez Road, Dhaula Kuan, New Delhi- 110021**

### **ADD ON COURSE ON ENTREPRENEURSHIP SYLLABUS**

***STRUCTURE OF THE COURSE: The total course duration is 36 hours including:***

- *Teaching:* 30 hours
- *Industry Interaction:* 3 hours
- *Assessment:* 3 hours

#### **Learning outcomes**

**The students who take up this course will be learning**

- The art of mobilizing people and resources
- To create value propositions in the form of business plan
- How to pitch in the business plan created

**The course will infuse the following skills in the students:**

- Problem solving skills
- Presentation skills – oral & visual

**The students will acquire following attitudes:**

- Open mindedness
- Self-critical reflection

## **COURSE CONTENTS (30 teaching hours)**

### **Module 1: Basic Concepts (5 hrs)**

- Insights into entrepreneurship
  - ◆ Meaning, Definition
  - ◆ Functions and characteristics
  - ◆ Dimensions
- Importance and role of entrepreneur
- Understanding the mind-set of entrepreneurs
- Skill-set: Key requirements for starting up
- Challenges, Pitfalls and avoiding pitfalls
- Activity: Case studies of successful Entrepreneurs

## **Module 2: Problem Identification & Team Building**

(8 hrs)

- Idea Identification and Prioritization: How to generate ideas?
- Innovation and Creativity
- Need Gap Analysis
- Value Creation
- Team Formation / Building
- Market Size estimation
- Segmenting & Targeting
- Business Incubators & their Role
- Relevant Case studies

## **Module 3: Preparing a Business Plan**

(8 hrs)

- What is a Business Model?
- Designing business process, location, layout
- Contents of Business Plan
- Competitive Analysis- Swot/ Swoc
- Feasibility Analysis
- B-Model of different start-ups (Including Case Studies)

## **Module 4: Launching the idea**

(9 hrs)

- Resource Mobilisation-man, money, machinery, material and methods
- Mobilizing Finance: Analysing and generating finance- Sources of finance-Venture capitalists, Angel Funding, Private Equities etc.
- Schemes run by Government of India
- Marketing Plan- Developing marketing strategies, promotion and distribution
- Commercialization
- Legal Implications/Formalities

# **SRI VENKATESWARA COLLEGE**

## **DEPARTMENT OF COMMERCE**

### **(UNIVERSITY OF DELHI)**



is offering  
Add on course  
on

**"ENTREPRENEURSHIP"**

**SEPTEMBER 18th, 2021 to 27th Nov 2021**

**(CLASSES WILL BE HELD ON SATURDAY/HOLIDAYS)**

- Students pursuing any degree program in any subject may apply
- Working Professionals may also apply
- Selection will be done on first-come-first serve basis
- Online Certificate shall be awarded , based on the assessment conducted during the course.
- Maximum participants-50

**HURRY UP!**  
**LIMITED SEATS ONLY.**

## HIGHLIGHTS

- Lectures by Prof ASHISH CHANDRA
- Interaction with successful entrepreneurs
- Discussion on relevant case studies
- Problem identification and team building
- Preparing business plan
- Launching the idea
- Evaluation: an internal part of the curriculum



- Prof Ashish Chandra is a professor at Department of Commerce ,DSE,University of Delhi
- Approx 18 years of teaching experience in Entrepreneurship,Digital marketing, Branding,Consumer Behaviour and Customer relationship Management
- Authored several books and research papers
- Gold medalist and Merit scholarship from Late Dr A.P.J. Abdul Kalam

### Note:

The candidates pursuing the add-on course & some other course/s from the University of Delhi or any other university simultaneously may note that the college does not take any responsibility for adjustments of dates for classes/examinations.

**Fee of the course: Rs 3500(excluding registration fee of Rs 200)**

The candidates fulfilling eligibility criteria, as specified above, may submit the online pre-admission form ,on the following link

<http://college.svc.ac.in/svccoll/register.php>

**PATRON: PROF. C. SHEELA REDDY**

FOR ADMISSION RELATED QUERIES,PLEASE CONTACT  
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