

Micro Entrepreneurship

Introduction

The Micro Entrepreneurship Certification has been designed to create an entrepreneurial mindset and skills. These skills have become vital in the current era. The students tend to develop the capacity to understand startups in the industry. Generation of an entrepreneurial mindset and a handful of skills allows improvement for recognizing business opportunities, whether small or large, new or traditional, family-backed or startup, and even digital ventures. This certification will provide exposure to fundamental concepts and analytical tools to give a clear direction for starting up and scaling ventures.

REQUIREMENTS:

- 18 years and above age
- Minimum education of matriculation is required
- Basic computer knowledge

CURRICULUM:

Module	Week	Class Detail
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1. Concept of Enterprising	1	• Introduction to Enterprises • Scope of Enterprises • Self-Management Skills • Decision-making Skills
2. Importance of Entrepreneurship	2	• Introduction to Entrepreneurship • Entrepreneurial Motivation • Entrepreneurial Goals
3. Defining Entrepreneurs	3	• Entrepreneurial Characteristics • Identifying potential entrepreneurs • Motivating and Demotivating factors
4. Developing as Entrepreneurs	4	• Entrepreneurs in society • Self-employment and Entrepreneurship • Small and Medium enterprises • Entrepreneurial culture
5. Developing Business Ideas	5	• Creativity and Innovation
	6	• Idea generation
MID-TERM		
6. Organizing an Enterprise	8	• Market Research • Business feasibility

9		• Marketi ng & Brandin g • Supply Manag ement
7. Operating an Enterprise	10	• Organization Management Structure • Operations Management
	11	• Financial Plan • Business Plan • Business Idea Pitching
8. Becoming an Entrepreneu r	12	• Final Presentations

Outcomes:

- To explain concepts of Entrepreneurship and build an understanding of start-ups.
- Understanding the role and importance of entrepreneurship for economic development,
- Developing personal creativity and entrepreneurial initiative
- To qualify students to analyze the various aspects, scope and challenges of an entrepreneurial venture.
- Assessing business opportunities through market research.
- To discuss the steps in the business plan and new trends in entrepreneurship.

- Understanding the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.

BENEFITS:

- Understand and apply the concept of entrepreneurship; theoretically and practically.
- Ability to do internal and external analysis for new and existing businesses.
- Understand and identify of business opportunities and market potential.
- Launch a new business; branding and scaling up.

Affiliation & Collaboarations

