



MANGALMAY
INSTITUTE OF MANAGEMENT TECHNOLOGY



**Certification Course on
“Entrepreneurship and Business Development”**

BBA 2nd Year

1st March - 24th April, 2023

Resource Person

Mr. Deepanshu Yadav

Business Automation, Freelancer



	Report
Name of Activity	Entrepreneurship and Business Development
Date	1st March - 24th April, 2023
Venue	Block B, Room no 308, MIMT
Organised by	Management Department
Participation by	BBA 2 nd Year students (133)
Resource Person	Mr. DeepanshuYadav
Activity Coordinator	Shakti Shukla
Objective	<p>The Entrepreneurship Development Program, the primary objective is to equip students with a comprehensive understanding of entrepreneurship and the practical skills required to initiate, manage, and grow successful ventures. By delving into various facets such as opportunity identification, business planning, legal considerations, funding strategies, marketing, operations, networking, and effective presentation skills, the program aims to foster an entrepreneurial mindset and empower students to navigate the complexities of the business landscape. Ultimately, the goal is to inspire and prepare students to embrace entrepreneurship as a viable career path, enabling them to contribute innovatively to the economy.</p>
Content	<p>Introduction to Entrepreneurship</p> <p>Day 1:</p> <ul style="list-style-type: none">● Definition and principles of entrepreneurship● Overview of successful entrepreneurial ventures <p>Day 2:</p> <ul style="list-style-type: none">● Importance of entrepreneurship in the modern economy● Introduction to the entrepreneurial mindset <p>Identifying Opportunities</p>



Day 3:

- Recognizing market gaps and needs
- Conducting market research and feasibility studies

Day 4:

- Understanding customer behavior and preferences
- Identifying potential business ideas and opportunities

Business Planning

Day 5:

- Components of a comprehensive business plan
- Setting clear business goals and objectives

Day 6:

- Financial planning and budgeting
- Risk assessment and mitigation strategies

Legal and Regulatory Considerations

Day 7:

- Overview of legal structures for businesses
- Understanding intellectual property rights

Day 8:

- Compliance with local and national regulations
- Contract drafting and negotiation skills

Funding and Financing Strategies

Day 9:

- Exploring various sources of funding
- Creating a compelling pitch for investors

Day 10:

- Financial management and budgeting
- Building a realistic financial forecast



	<p>Marketing and Branding</p> <p>Day 11:</p> <ul style="list-style-type: none">● Developing a marketing strategy● Branding essentials for startups <p>Day 12:</p> <ul style="list-style-type: none">● Social media and digital marketing● Customer acquisition and retention strategies <p>Operations and Management</p> <p>Day 13:</p> <ul style="list-style-type: none">● Efficient business operations● Supply chain management <p>Day 14:</p> <ul style="list-style-type: none">● Human resource management for startups● Technology and automation in business processes <p>Networking and Relationship Building</p> <p>Day 15:</p> <ul style="list-style-type: none">● Importance of networking in entrepreneurship● Building a professional network <p>Day 16:</p> <ul style="list-style-type: none">● Establishing partnerships and collaborations● Effective communication in business relationships <p>Pitching and Presenting</p> <p>Day 17:</p> <ul style="list-style-type: none">● Refining the business pitch● Presentation skills and public speaking <p>Day 18:</p> <ul style="list-style-type: none">● Handling Q&A sessions with potential investors
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	<ul style="list-style-type: none"> • Celebration and reflection on the entrepreneurial journey
Assessment	<p>At the end of the Entrepreneurship Development Program there was a MCQ assessment assigned to assess the understanding level of the students.</p> <p>Below are the assessment details.</p> <p>Link</p>
Outcome of Activity	<p>The Entrepreneurship Development Program has successfully equipped participants with essential knowledge and skills for entrepreneurship. They have gained a solid understanding of principles, identified viable opportunities, and developed robust business plans. Participants can confidently navigate legal considerations, secure funding, and implement effective marketing and branding strategies. The program has fostered networking skills, pitch-perfect presentations, and an entrepreneurial mindset, preparing participants for future endeavors with resilience and innovation. Overall, the outcomes reflect a comprehensive readiness to succeed in the dynamic field of entrepreneurship.</p>

Schedule

Session	Content	Time	Date
S 1	<p>Introduction to Entrepreneurship</p> <p>1) Definition and principles of entrepreneurship</p> <p>2) Overview of successful entrepreneurial ventures</p>	3PM-5PM	1-March-23
S 2	<p>Introduction to Entrepreneurship</p> <p>1) Importance of entrepreneurship in the modern economy</p> <p>2) Introduction to the entrepreneurial mindset</p>	3PM-5PM	3-March-23
S 3	<p>Identifying Opportunities</p> <p>1) Recognizing market gaps and needs</p>	3PM-5PM	6-March-23



	2) Conducting market research and feasibility studies		
S 4	Identifying Opportunities 1) Understanding customer behavior and preferences 2) Identifying potential business ideas and opportunities	3PM-5PM	10-March-23
S 5	Business Planning 1) Components of a comprehensive business plan 2) Setting clear business goals and objectives	3PM-5PM	13-March-23
S 6	Business Planning 1) Financial planning and budgeting 2) Risk assessment and mitigation strategies	3PM-5PM	15-March-23
S 7	Legal and Regulatory Considerations 1) Overview of legal structures for businesses 2) Understanding intellectual property rights	3PM-5PM	17-March-23
S 8	Legal and Regulatory Considerations 1) Compliance with local and national regulations 2) Contract drafting and negotiation skills	3PM-5PM	20-March-23
S 9	Funding and Financing Strategies 1) Exploring various sources of funding 2) Creating a compelling pitch for investors	3PM-5PM	23-March-23
S 10	Funding and Financing Strategies 1) Financial management and budgeting 2) Building a realistic financial forecast	3PM-5PM	27-March-23
S 11	Marketing and Branding 1) Developing a marketing strategy 2) Branding essentials for startups	3PM-5PM	29-March-23



S 12	Marketing and Branding 1) Social media and digital marketing 2) Customer acquisition and retention strategies	3PM-5PM	3-April-23
S 13	Operations and Management 1) Efficient business operations 2) Supply chain management	3PM-5PM	6-April-23
S 14	Operations and Management 1) Human resource management for startups 2) Technology and automation in business processes	3PM-5PM	10-April-23
S 15	Networking and Relationship Building 1) Importance of networking in entrepreneurship 2) Building a professional network	3PM-5PM	12-April-23
S 16	Networking and Relationship Building 1) Establishing partnerships and collaborations 2) Effective communication in business relationships	3PM-5PM	17-April-23
S 17	Pitching and Presenting 1) Refining the business pitch 2) Presentation skills and public speaking	3PM-5PM	19-April-23
S 18	Pitching and Presenting 1) Handling Q&A sessions with potential investors 2) Celebration and reflection on the entrepreneurial journey	3PM-5PM	24-April-23



PROFILE OF THE RESOURCE PERSON

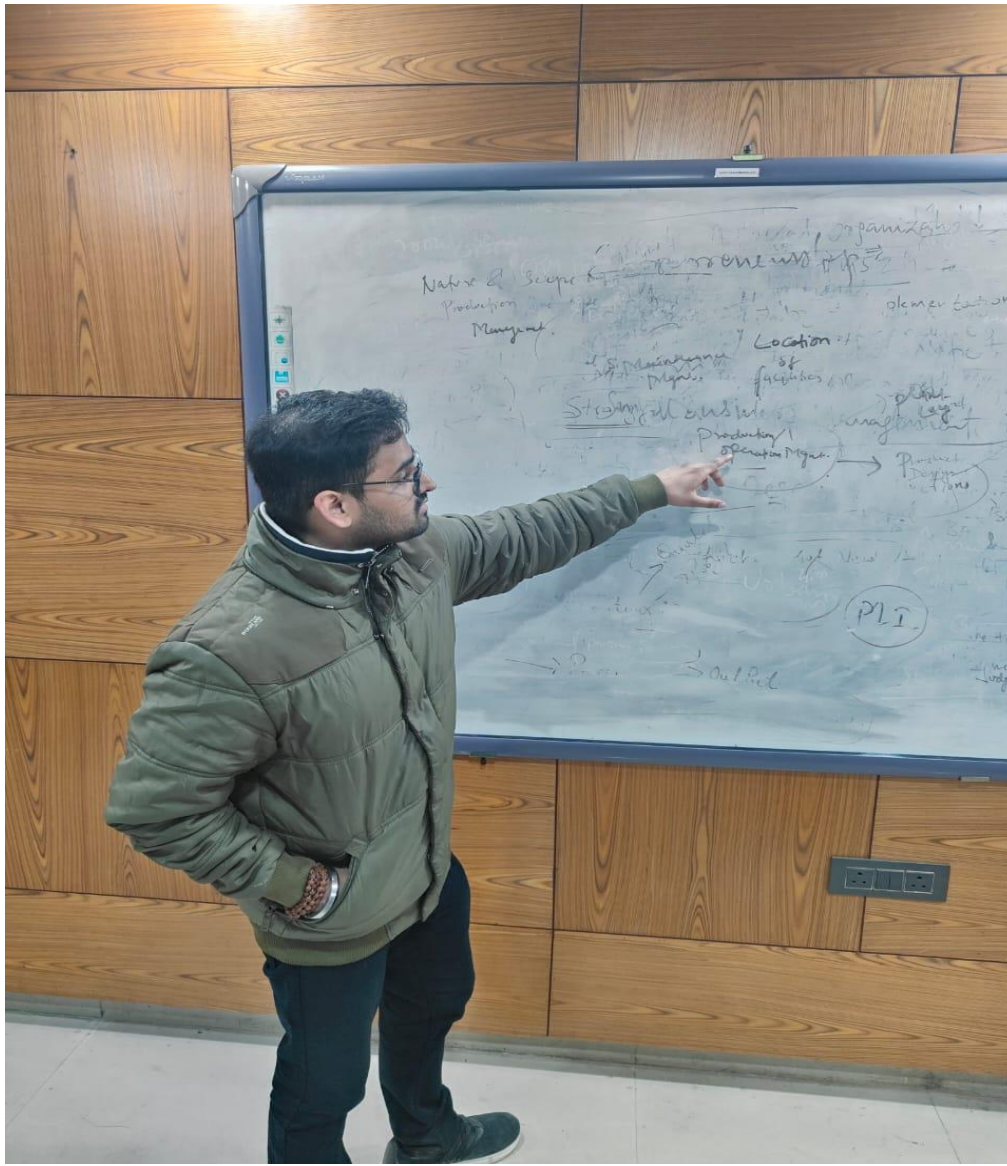


Mr. Deepanshu Yadav (Freelancer)

Specialized in the field of sourcing & end to end recruitment with effective Team Management. Offering expertise in building and growing business relationships, driving growth, and streamlining processes, through active engagement in the entrepreneurship events.

4+ years of Corporate Experience.

Photograph Glimpses





Mangalmai Institute of Management Technology
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NAAC
ACCREDITED
2020

18
20

Course: BBA

ADD-ON COURSE QUIZ

Time: 1 hour

Course Name: Entrepreneurship and Business Development

Date: 26/04/23

Name - Abhishek Yadav

Roll no - 210992105009 Invigilator Sign -

General Instructions: All questions are compulsory. Each question will carry '1' mark and there is no 'Negative Marking'

1) What is the primary focus of entrepreneurship?

- a. Employment
- b. Risk-taking
- c. Job security
- d. Financial stability

← (1)

2) What is an essential characteristic of the entrepreneurial mindset?

- a. Avoiding challenges
- b. Comfort with uncertainty
- c. Reliance on job security
- d. Resistance to change

← (1)

3) What is the significance of innovation in entrepreneurship?

- a. It hinders progress
- b. It ensures a static business model
- c. It fosters competitiveness and growth
- d. It promotes isolation

← (1)



- 4) Market research in entrepreneurship primarily involves:
- a. Avoiding customer feedback
 - b. Recognizing market gaps and needs
 - c. Ignoring competition
 - d. Neglecting customer preferences
- 5) Feasibility studies help entrepreneurs to:
- a. Embrace uncertainty
 - b. Validate and refine business ideas
 - c. Avoid market analysis
 - d. Ignore potential risks
- 6) What is a crucial component of a comprehensive business plan?
- a. Lack of clear objectives
 - b. Limited financial details
 - c. Risk assessment and mitigation
 - d. Ignoring competition
- 7) What is the purpose of setting clear business goals?
- a. Promoting confusion
 - b. Enhancing decision-making
 - c. Avoiding focus
 - d. Resisting change
- 8) Intellectual property rights in entrepreneurship primarily involve protecting:
- a. Competition
 - b. Business ideas
 - c. Market research
 - d. Ignoring legalities



9) Why is understanding local and national regulations essential for entrepreneurs?

- a. To avoid legal compliance
- b. To embrace uncertainty
- c. To ensure ethical business practices
- d. To promote isolation



10) What is a common source of funding for startups?

- a. Avoiding investors
- b. Bootstrapping
- c. Ignoring financial planning
- d. Relying solely on loans



11) What is the purpose of creating a compelling pitch for investors?

- a. Promoting confusion
- b. Enhancing communication
- c. Avoiding transparency
- d. Ignoring market trends



12) A marketing strategy in entrepreneurship involves:

- a. Ignoring customer behavior
- b. Avoiding brand development
- c. Recognizing market gaps
- d. Embracing traditional marketing only



13) Why is branding essential for startups?

- a. To create confusion
- b. To foster customer loyalty and recognition
- c. To avoid market competition
- d. To resist change





- 14) What is a key aspect of efficient business operations?
- a. Avoiding technology
 - b. Ignoring supply chain management
 - c. Embracing complexity
 - d. Streamlining processes
- 15) Human resource management for startups involves:
- a. Ignoring employee development
 - b. Avoiding effective communication
 - c. Embracing diversity and teamwork
 - d. Relying solely on individual efforts
- 16) Why is networking important in entrepreneurship?
- a. To avoid professional connections
 - b. To foster collaboration and partnerships
 - c. To resist change
 - d. To isolate oneself from the business community
- 17) What is a key aspect of effective communication in business relationships?
- a. Avoiding transparency
 - b. Ignoring feedback
 - c. Open and honest communication
 - d. Promoting isolation
- 18) Effective presentation skills in entrepreneurship involve:
- a. Ignoring the audience
 - b. Clear and engaging communication
 - c. Avoiding visual aids
 - d. Promoting confusion



19) What does the term "pivot" mean in entrepreneurship?

- a. Avoiding change
- b. Embracing uncertainty and adapting to new circumstances
- c. Resisting innovation
- ~~d. Ignoring market trends~~ X

20) Why is risk-taking considered a fundamental characteristic of entrepreneurship?

- a. To avoid challenges
- b. To resist change
- ~~c. To embrace uncertainty and seize opportunities~~ (1)
- d. To promote isolation



Sample Certificate



Mangalmay Institute of Management Technology
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CERTIFICATE

Certified that **Mr. ASHISH BANSAL** of **BBA Program (Batch 2021-24)** of **Mangalmay Institute of Management & Technology**, Greater Noida has successfully completed **36 Hours** Certification Course on **Entrepreneurship and Business Development** from **01/03/2023 to 24/04/2023**.

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