



MANGALMAI
INSTITUTE OF MANAGEMENT TECHNOLOGY



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

BBA 2nd Year

1st March - 24th April, 2023

Resource Person

Dr. Pankaj Kumar

Business Expert, Freelancer



	Report
Name of Activity	Entrepreneurship and Business Development
Date	1st March - 24th April, 2023
Venue	Block B, Room no 210, 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> <p>Day 3:</p> <ul style="list-style-type: none">● Recognizing market gaps and needs● Conducting market research and feasibility studies <p>Day 4:</p> <ul style="list-style-type: none">● Understanding customer behavior and preferences● Identifying potential business ideas and opportunities <p>Business Planning</p> <p>Day 5:</p> <ul style="list-style-type: none">● Components of a comprehensive business plan● Setting clear business goals and objectives <p>Day 6:</p> <ul style="list-style-type: none">● Financial planning and budgeting● Risk assessment and mitigation strategies <p>Legal and Regulatory Considerations</p> <p>Day 7:</p> <ul style="list-style-type: none">● Overview of legal structures for businesses● Understanding intellectual property rights <p>Day 8:</p> <ul style="list-style-type: none">● Compliance with local and national regulations● Contract drafting and negotiation skills <p>Funding and Financing Strategies</p> <p>Day 9:</p> <ul style="list-style-type: none">● Exploring various sources of funding● Creating a compelling pitch for investors <p>Day 10:</p> <ul style="list-style-type: none">● Financial management and budgeting
--	---



	<ul style="list-style-type: none">● 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 ● 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 - Click here</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>

Attendance List - [Click Here](#)

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>	3PM-5PM	3-March-23



	2) Introduction to the entrepreneurial mindset		
S 3	Identifying Opportunities 1) Recognizing market gaps and needs 2) Conducting market research and feasibility studies	3PM-5PM	6-March-23
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



Dr. Pankaj Kumar (MBA, PhD)

Specialized in the field business expansion and entrepreneurship development. Offering expertise in building and growing business relationships, driving growth, and streamlining processes, through active engagement in the entrepreneurship events.

8+ years of Business Development and Growth Experience as a freelancer.

Photograph Glimpses



Sample Assessment



Mangalmai Institute of Management Technology
Greater Noida (U.P.)



Mangalmai Institute of Management Technology
Greater Noida (U.P.)

NAAC
ACCREDITED

Course: BBA

ADD-ON COURSE QUIZ

Time: 1 hour

Course Name: Entrepreneurship and Business Development

Date: 26/8/2023

Name - Sachin Bhati

Roll no - 210992105191 Invigilator Sign -

19/20

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

1) What is the primary characteristic of an entrepreneur?

- a. Risk-aversion
- b. Risk-taking
- c. Consistency
- d. Conformity

✓ ①

2) Which term refers to the process of turning an idea into a profitable business?

- a. Innovation
- b. Ideation
- c. Entrepreneurship
- d. Invention

✓ ①

3) What does SWOT analysis stand for in the context of business?

- a. Strengths, Weaknesses, Opportunities, Threats
- b. Sales, Workforce, Operations, Technology
- c. Strategy, Workflow, Objectives, Targets
- d. Success, Wealth, Objectives, Teamwork

✓ ①



- 4) Which factor is crucial for a successful pitch to investors?
a. Downplaying the competition
b. Lack of passion
c. Clear value proposition
d. Limited market research
- 5) What is a common source of funding for early-stage startups?
a. IPOs
b. Venture capital
c. Corporate bonds
d. Government grants
- 6) What does the term "Bootstrapping" mean in entrepreneurship?
a. Fast business growth
b. Self-funding without external investment
c. Continuous innovation
d. Collaborative partnerships
- 7) Which of the following is an example of a growth strategy?
a. Downsizing
b. Diversification
c. Cost-cutting
d. Risk-avoidance
- 8) What is a key element in the lean startup methodology?
a. Extensive planning
b. Rapid prototyping and testing
c. Avoiding customer feedback
d. Lengthy product development cycles



9) What term is used to describe the process of acquiring, merging, or forming strategic alliances with other companies?

- a. Bootstrapping
- b. Organic growth
- c. Inorganic growth
- d. Lean growth

→ (c)

10) What is the purpose of a business incubator?

- a. Stifling innovation
- b. Supporting and nurturing startup businesses
- c. Rapidly expanding established companies
- d. Discouraging entrepreneurship

→ (b)

11) Which factor is crucial for building a strong company culture?

- a. Micromanagement
- b. Lack of communication
- c. Employee empowerment
- d. Authoritarian leadership

→ (c)

12) What is the primary goal of a business accelerator program?

- a. Slow down business growth
- b. Provide mentorship and resources for startups
- c. Focus on cost-cutting measures
- d. Promote risk-avoidance strategies

→ (b)

13) Which of the following is NOT a common characteristic of successful entrepreneurs?

- a. Resilience
- b. Fear of failure
- c. Visionary thinking
- d. Adaptability

→ (b)



14) What does the term "Blue Ocean Strategy" refer to in business?

- a. Competing in a saturated market
- b. Creating a new market space
- c. Avoiding innovation
- d. Following industry norms

→ (b)

15) What is a common challenge faced by businesses during the growth stage?

- a. Limited competition
- b. Excess cash flow
- c. Scaling operational processes
- d. Lack of customer interest

→ (c)

16) Which of the following is a characteristic of disruptive innovation?

- a. Incremental improvements to existing products
- b. Maintaining the status quo
- c. Radical transformation of an industry
- d. Limited impact on competitors

→ (c)

17) What role does a mentor play in entrepreneurship?

- a. Slowing down business growth
- b. Providing guidance and advice
- c. Encouraging risk-avoidance
- d. Limiting creativity

→ (b)

18) What is the primary purpose of a business model canvas?

- a. Detailed financial forecasting
- b. Visualizing and validating business ideas
- c. Market segmentation analysis
- d. Legal documentation for startups

X



- 19) Which of the following is a key metric for measuring customer satisfaction?
- a. Return on Investment (ROI)
 - b. Gross Revenue
 - c. Net Profit Margin
 - d. Net Promoter Score (NPS)
- 20) What does the acronym MVP stand for in the context of startups?
- a. Most-Valuable Player
 - b. Minimum Viable Product
 - c. Maximum Value Proposition
 - d. Market Validation Plan



Sample Certificate



Mangalmay Institute of Management Technology
Greater Noida (U.P.)



CERTIFICATE

Certified that **Mr. MD TANJEEM AKHTAR** 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**.

VICE CHAIRMAN
Mangalmay Group of Institute

CONVENER
Mangalmay Institute of
Management & Technology

PRINCIPAL
Mangalmay Institute of
Management & Technology