

# Value Added Course

On

## ENTREPRENEURSHIP IN EDUCATION

**Course: B.A.B.Ed. III Year**

**Date: 1st November, 2022 to  
18th November, 2022**



**Resource Person**

**Mr. Ashish Shrivastav**

**Toll Free : 1800 103 3797 | [www.mangalmay.net.in](http://www.mangalmay.net.in)**

**Plot No. 8 & 9, Knowledge Park-II, Greater Noida, Delhi-NCR, India**



# SYLLABUS

## Certification Course on “Entrepreneurship in Education”

**Duration: 30 Hours**

### Course Overview

Entrepreneurship is the creation or extraction of value. Entrepreneurship education seeks to provide students with the knowledge, skills and motivation to encourage entrepreneurial success in a variety of settings.

### Objectives of the Course:

To make students to use competencies and skills needed for employment. Develop awareness about entrepreneurship and successful entrepreneurs. To acquaint student with the practical knowledge of soft skills and creativity. To build students to have noble leadership qualities.

### Contents :-

#### Unit 1: Basic of Entrepreneurship

- Concept of entrepreneurship & its brief history.
- Meaning of entrepreneurship
- Need of entrepreneurship in 21<sup>st</sup> century
- Types of entrepreneurship
  - Ø Ethnic
  - Ø Institutional
  - Ø Cultural
  - Ø Feminist
  - Ø Project Based

#### Unit 2: Nature and Importance of Entrepreneurship

Nature and Development of Entrepreneurship (Early period, Middle period, Industrial period) · Definition of Entrepreneur Today · Entrepreneurial Decision Process · Role of Entrepreneurship in Economic Development · Intrapreneurship, Entrepreneurship, Entrepreneurial Careers and Education · The Future of Entrepreneurship

#### Unit 3: Factors influencing entrepreneurship

- Psychological
- Social
- Economical

#### Unit 3: Dynamics in Entrepreneurship

Business idea, · Product Planning and Development Process, · Establishing Evaluation Criteria, Idea Stage, Concept Stage Product Stage, Test Marketing Stage · Creativity, Innovation and entrepreneurship, · Barriers to creativity, techniques for improving the creative process , Intrapreneurial leadership characteristics, Establishing intrapreneurship in the organization



**Unit 4: Application in Education**

Project Preparation, feasibility and evaluation, what is the Business Plan? · Various types of business plans, Format of business plan, writing of business plan, Using and Implementing the Business Plan, Measuring Plan Progress, Updating the Plan, Why Some Business Plans Fail, Different sections of the business plan - The marketing plan, The organization plan,

- Maslow’s Theory for Entrepreneurial Motivation
- Success stories

**SUGGESTED ACTIVITIES:**

Teachers could encourage the students at the following tasks:

1. Students will be present some business ideas.
2. Students will be participating innovation and self-driven activity.
3. Symposium-Presenting different aspects of a debatable topic.

**Assessment Methods (M.M.40)**

- Internal Assessment Theory Exam: 50%
- Practical: 50%

Components	End Term Examination (MCQ)	Case Discussion/Presentation
Weightage (%)	50	50

- Exam score = 70% of the proctored exam score out of 20.
- Final score = Exam score + Practical Score
- Attendance should be more than 75%.



**Schedule of Certification Course on “Entrepreneurship in Education”**

**Duration:30 hours**

<b>Sr.No.</b>	<b>Resource Person</b>	<b>Topic Covered</b>	<b>Date &amp; Time</b>
1.	Mr.Ashish Srivastava	<ul style="list-style-type: none"><li>• Concept of entrepreneurship &amp; its brief history.</li></ul>	1 <sup>st</sup> November,2022 3:00p.m.-5:00p.m.
2.	Mr.Ashish Srivastava	<ul style="list-style-type: none"><li>• Meaning of entrepreneurship</li><li>• Need of entrepreneurship in 21<sup>st</sup> century</li></ul>	2 <sup>nd</sup> November,2022 3:00p.m.-5:00p.m.
3.	Mr.Ashish Srivastava	<ul style="list-style-type: none"><li>• Types of entrepreneurship<ul style="list-style-type: none"><li>Ø Ethnic</li><li>Ø Institutional</li><li>Ø Cultural</li><li>Ø Feminist</li><li>Ø Project Based</li></ul></li></ul>	3 <sup>rd</sup> November,2022 3:00p.m.-5:00p.m.
4.	Mr.Ashish Srivastava	<ul style="list-style-type: none"><li>• Nature and Development of Entrepreneurship (Early period, Middle period, Industrial period)</li></ul>	4 <sup>th</sup> November,2022 3:00p.m.-5:00p.m.
5.	Mr.Ashish Srivastava	<ul style="list-style-type: none"><li>• Definition of Entrepreneur Today · Entrepreneurial Decision Process · Role of Entrepreneurship in Economic Development</li></ul>	5 <sup>th</sup> November,2022 3:00p.m.-5:00p.m.



6.	Mr.Ashish Srivastava	<ul style="list-style-type: none"><li>Intrapreneurship, Entrepreneurship, Entrepreneurial Careers and Education · The Future of Entrepreneurship</li></ul>	7 <sup>th</sup> November,2022 3:00p.m.-5:00p.m.
7.	Mr.Ashish Srivastava	<ul style="list-style-type: none"><li><b>Factors influencing entrepreneurship</b> Psychological Social Economical</li></ul>	8 <sup>th</sup> November,2022 3:00p.m.-5:00p.m.
8.	Mr.Ashish Srivastava	<ul style="list-style-type: none"><li>Business idea, · Product Planning and Development Process</li></ul>	9 <sup>th</sup> December,2022 3:00p.m.-5:00p.m.
9.	Mr.Ashish Srivastava	<ul style="list-style-type: none"><li>Establishing Evaluation Criteria, Idea Stage, Concept Stage Product Stage, Test Marketing Stage</li></ul>	10 <sup>th</sup> November,2022 3:00p.m.-5:00p.m.
10.	Mr.Ashish Srivastava	<ul style="list-style-type: none"><li>Creativity, Innovation and entrepreneurship, · Barriers to creativity, techniques for improving the creative process</li></ul>	11 <sup>th</sup> November,2022 3:00p.m.-5:00p.m.
11.	Mr.Ashish Srivastava	<ul style="list-style-type: none"><li>Intrapreneurial leadership characteristics, Establishing intrapreneurship in the organization</li></ul>	12 <sup>th</sup> November,2022 3:00p.m.-5:00p.m.



<b>12.</b>	Mr.Ashish Srivastava	<ul style="list-style-type: none"><li>• Project Preparation, feasibility and evaluation, what is the Business Plan? · Various types of business plans, Format of business plan</li></ul>	15 <sup>th</sup> November,2022 3:00p.m.-5:00p.m.
<b>13.</b>	Mr.Ashish Srivastava	<ul style="list-style-type: none"><li>• writing of business plan, Using and Implementing the Business Plan, Measuring Plan Progress</li></ul>	16 <sup>th</sup> November,2022 3:00p.m.-5:00p.m.
<b>14.</b>	Mr.Ashish Srivastava	<ul style="list-style-type: none"><li>• Updating the Plan, Why Some Business Plans Fail, Different sections of the business plan - The marketing plan, The organization plan,</li></ul>	17 <sup>th</sup> November,2022 3:00p.m.-5:00p.m.
<b>15.</b>	Mr.Ashish Srivastava	<ul style="list-style-type: none"><li>• Maslow's Theory for Entrepreneurial Motivation</li><li>• Success stories</li></ul>	18 <sup>th</sup> November,2022 3:00p.m.-5:00p.m.



	<b>Report</b>
Name of the Course	Certification Course on “ <b>Entrepreneurship in Education</b> ”
Date	1 <sup>st</sup> November,2022 to 18 <sup>th</sup> November,2022
Venue	Ground Floor, Block C
Organized by	School of Education, MIMT
Participated by	Students of B.A.B.Ed. III year
Activity -In charge	Ms. Neha Jindal
Recourse Person	Mr. Ashish Srivastava
Objective	<p>On completion of Certification Course on “<b>Entrepreneurship in Education</b>”, the prospective teacher educator will be able to:</p> <ul style="list-style-type: none"><li>● To provide the Knowledge of Entrepreneurship</li><li>● To learn how to develop a business plan and marketing a product or service</li><li>● To develop the skills of Business idea and leadership</li><li>● To aware the issues Setting up the Organization</li><li>● To make students to understand the different dimensions of entrepreneurship.</li></ul>



Content	<p><b>Planning &amp; Execution:</b> Ms Neha Jindal was assigned the responsibility to conduct the course. The proposal was forwarded to the Management to get it approved. It was accepted on 10<sup>th</sup> October ,2022. Thereafter, Mr.Ashish Srivastava (Assistant Professor , MIMT) were approached to conduct the course. They were convinced and sent course schedule. The Plan of Action was prepared.</p> <p>Daywise Activity: <b>Day 1 (1st November, 2022)</b></p> <p>On the First day in Session-1, Mr.Ashish Srivastava discussed about Concept of entrepreneurship &amp; its brief history.</p> <p><b>Day 2(2<sup>nd</sup> November, 2022)</b> On the Second day in Session-2, Mr.Ashish Srivastava explained meaning of entrepreneurship and Need of entrepreneurship in 21<sup>st</sup> century</p> <p><b>Day 3(3<sup>rd</sup> November, 2022)</b> On the Third day in Session-3, Mr.Ashish Srivastava discussed the types of entrepreneurship</p> <ul style="list-style-type: none"><li>Ø Ethnic</li><li>Ø Institutional</li><li>Ø Cultural</li><li>Ø Feminist</li><li>Ø Project Based</li></ul> <p><b>Day 4 (4<sup>th</sup> November, 2022)</b> On the Fourth day in Session-4,he discussed about Nature and Development of Entrepreneurship (Early period, Middle period, Industrial period)</p> <p><b>Day 5 (5<sup>th</sup> November, 2022)</b> On the Fifth day in Session-5 , Mr.Ashish discussed Definition of Entrepreneur Today · Entrepreneurial Decision Process · Role of Entrepreneurship in Economic Development</p> <p><b>Day 6 (7<sup>th</sup> November, 2022)</b></p> <ul style="list-style-type: none"><li>• On the Sixth day in Session-6, He trained the about Intrapreneurship, Entrepreneurship, Entrepreneurial Careers and Education · The Future of Entrepreneurship</li></ul> <p><b>Day 7(8<sup>th</sup> November, 2022)</b> On the Seventh day in Session-7, Mr. Ashish told about <b>Factors influencing entrepreneurship</b></p> <ul style="list-style-type: none"><li>Psychological</li><li>Social</li><li>Economical</li></ul>
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**Day 8 (9th November, 2022)**

On the Eight day in Session-8, Mr. Ashish told about Business idea, · Product Planning and Development Process

**Day 9(10<sup>th</sup> November, 2022)**

On the Ninth day in Session-9, he helped students to clear their doubts about establishing evaluation Criteria, Idea Stage, Concept Stage Product Stage, Test Marketing Stage.

**Day 10 (11<sup>th</sup> November, 2022)**

On the tenth day in Session-10, Mr. Ashish discussed about the Creativity, Innovation and entrepreneurship, · Barriers to creativity, techniques for improving the creative process

**Day 11 (12<sup>th</sup> November, 2022)**

On the eleventh day in Session-11, Mr. Ashish discussed about Intrapreneurial leadership characteristics, Establishing intrapreneurship in the organization

**Day12(15<sup>th</sup> November,2022)**

On the Twelfth day in Session-12 he discussed about Project Preparation, feasibility and evaluation, what is the Business Plan? · Various types of business plans, Format of business plan.

**Day 13(16<sup>th</sup> November, 2022)**

On the next day in Session-13, Mr.Ashish made students understand about writing of business plan, Using and Implementing the Business Plan, Measuring Plan Progress

**Day 14 (17<sup>th</sup> November, 2022)**

On the fourteenth session she discussed about Updating the Plan, Why Some Business Plans Fail, Different sections of the business plan - The marketing plan, The organization plan,

**Day 15 (18<sup>th</sup> November, 2022)**

On the last day in Session-15 Mr.Ashish too told them about Maslow's Theory for Entrepreneurial Motivation and talked about Success stories.



Outcome	<p>Upon completion of the course, the student will be able to demonstrate knowledge of the following topics:</p> <ul style="list-style-type: none"><li>• Understanding the dynamic role of entrepreneurship and small businesses</li><li>• Organizing and Managing a Small Business</li><li>• Financial Planning and Control · Forms of Ownership for Small Business</li><li>• Strategic Marketing Planning</li><li>• New Product or Service Development</li><li>• Business idea Creation.</li></ul> <p>50 students of B.A.B.Ed III year had done this course. The course was highly interactive and extremely motivated the students.</p>
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**Picture1.1 Mr.Ashish Srivastava(Assistant Professor,MIMT) explained the concept of entrepreneurship and the need for entrepreneurship in the 21st century.**





**Picture1.2: Students clarified their doubts and participated in the discussion session.**

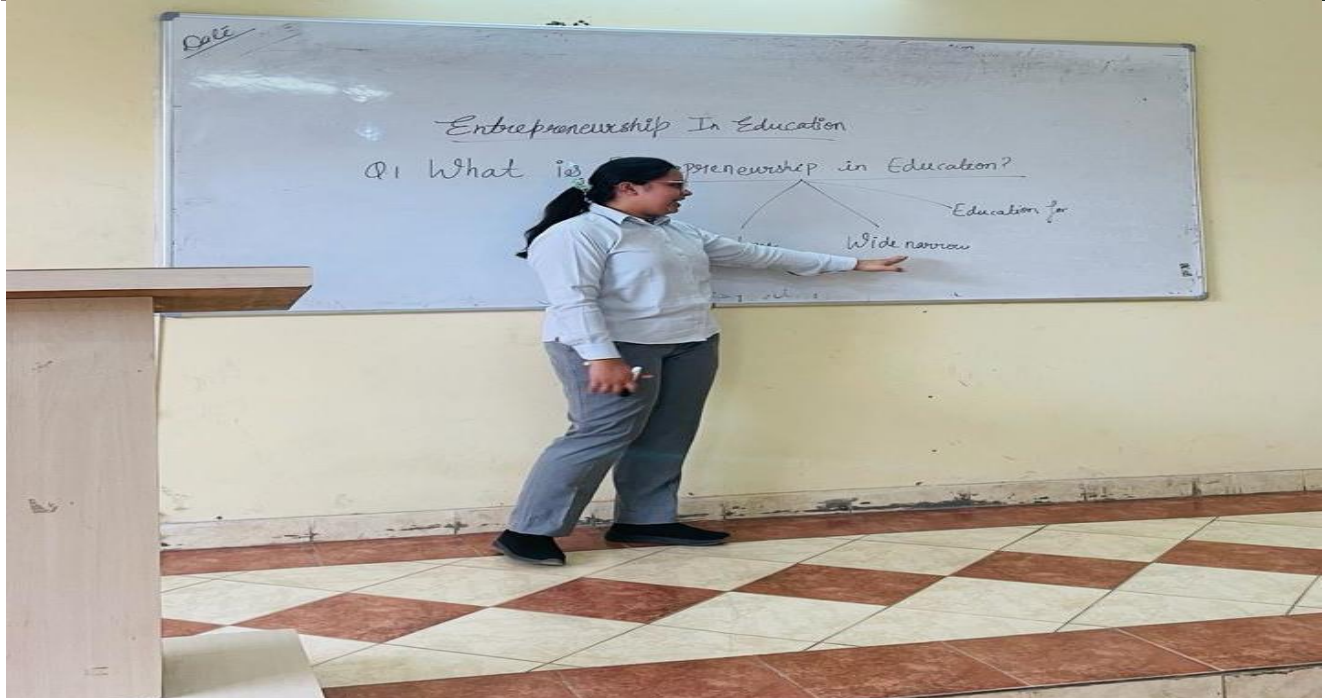
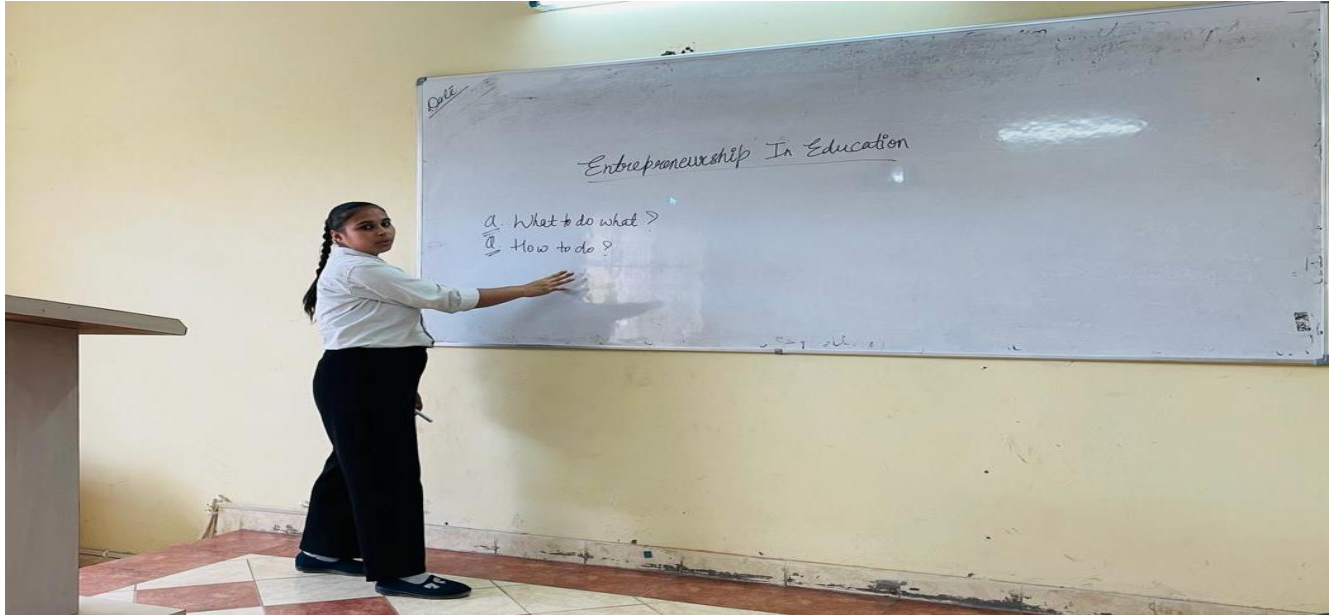


**Picture1.3 Annapurna & Neha Bhati (B.A.B.Ed. III year) shared their business ideas**





**Picture 1.4: & Arsheen & Manvi Tyagi (BA.B.Ed III year) gave presentation of their topic**





**B.A.B.Ed III Year (Session: 2020-2024), Examination-2022**  
**Certification Course on “Entrepreneurship in Education”**

**Time: 15 min.**

**M.M.20**

**Name:**

**Father's Name:**

**Enrolment No.:**

**Instructions:**

- **This paper contains 20 questions.**
- **Each question carries 1 mark,**
- **There will be no negative marking for wrong answers.**  
**Tick the correct answer.**

1. Which of these is not a type of entrepreneurship?
  - a. Small business entrepreneurship
  - b. Scalable entrepreneurship
  - c. Large scale entrepreneurship
  - d. Intrapreneurship
2. Which of these actions of an entrepreneur will most likely result in creative destruction?
  - a. Developing a new product
  - b. Taking over a competitor's business
  - c. Issuing shares to individuals and institutions
  - d. Lowering prices of your product or service
3. According to Schumpeter, innovative entrepreneurs would:
  - a. Thrive in the market
  - b. Not survive and disappear from the market.
  - c. Get absorbed within larger innovative businesses
  - d. Get absorbed within non-innovative businesses
4. Which of these is not a challenge for the entrepreneur?
  - a. Managing the cash flow of their business
  - b. Recruiting new employees
  - c. Choosing the product or service to sell in the market
  - d. Formulating rules and regulations relating to conducting entrepreneurship in their country
5. Which of these theories involve taking a moderate amount of risk as a function of skill and not chance?
  - a. Need for achievement
  - b. Need for affiliation



- c. Need for authority
- d. Need for independence
6. Which of these is not a category of external forces that affects a business?
  - a. Competitive forces
  - b. Technological forces.
  - c. Economic forces
  - d. Socio-economic forces
7. Which among these is a money manager who is involved in making risk investments from equity capital with the objective of gaining better returns?
  - a. Entrepreneur
  - b. Businessperson
  - c. Buyer
  - d. Venture capitalist
8. Andrew Carnegie belonged to this century:
  - a. 16th to 17th Century
  - b. 20th to 21st Century.
  - c. 17th to 18th Century
  - d. 19th to 20th Century
9. Which of these is the first activity of a new business?
  - a. Departure point
  - b. Goal Orientation
  - c. Business skill development
  - d. None of the above
10. Who should be involved in preparing a firm's business plan?
  - a. Accountant
  - b. Engineer
  - c. Entrepreneur
  - d. None of the above
11. What should be the main worry of a company's founder who asks for capital in exchange for equity shares in their venture?
  - a. Valuation
  - b. Control
  - c. Capitalization
  - d. Legal formalities
12. The process of creating something new is called:
  - a. Creative flexibility
  - b. Management
  - c. Business
  - d. Innovation
13. Ownership position of less than 50 per cent in a business is known as:



- a. Majority Interest
  - b. Joint Venture
  - c. Minority Interest
  - d. None of the above
14. Which of these is also known as corporate venturing?
- a. Intrapreneurship
  - b. Mergers
  - c. Entrepreneurship
  - d. Acquisition
15. If an entrepreneur takes decisions on behalf of their enterprise, it is known as \_\_\_\_\_:
- a. Routine decisions
  - b. Strategic decisions
  - c. Organizational decisions
  - d. Personal decisions
16. Entrepreneurship Development Program is helpful for:
- a. First-generation entrepreneurs
  - b. Future generation entrepreneurs
  - c. Existing Entrepreneurs
  - d. None of the above
17. These decisions are concerned with policy matters and they influence the goals and objectives of a business venture:
- a. Routine decisions
  - b. Strategic decisions
  - c. Organizational decisions
  - d. Personal decisions
18. Ownership position of more than 50 per cent in a business is known as:
- a. Minority Interest
  - b. Joint Venture
  - c. Majority Interest
  - d. None of the above
19. What is the purpose of a feasibility study for starting a new venture?
- a. Exploring for potential customers
  - b. Estimate sales
  - c. To understand if there are any barriers to success
  - d. None of the above
20. An entrepreneur who is the owner of more than one business is called:
- a. Portfolio Entrepreneur
  - b. Intrapreneur
  - c. Corporate Entrepreneur
  - d. None of the above



## Answer Sheet

<b>Questions</b>	<b>Answer</b>
1	Answer: d
2	Answer: a
3	Answer: c
4	Answer: d
5	Answer: b
6	Answer: b
7	Answer: d
8	Answer: d
9	Answer: a
10	Answer: c
11	Answer: c
12	Answer: d
13	Answer: c
14	Answer: a





15	Answer: c
16	Answer: a
17	Answer: b
18	Answer: c
19	Answer: c
20	Answer: a



## **Practicum Work (M.M.20)**

### **A. Task & Assignment**

1. Write unique small business ideas for first time entrepreneurs.
2. How to write a Business Plan.

### **B. Case Discussion & Presentation**

1. What Shape Should an Entrepreneurial School Take.
2. A Global Perspective of Teachers as Entrepreneurs: New Mandate and Trends



B.A.B.Ed III Year (Session: 2020-2024), Examination-2022

**Certification Course on "Entrepreneurship in Education"**

Time: 15 min.

M.M.20

Name: Aakansha Parashar  
Father's Name: Sanjeev Parashar  
Enrolment No.: 20300459

17  
20

28/8

Instructions:

- This paper contains 20 questions.
- Each question carries 1 mark,
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Tick the correct answer.

1. Which of these is not a type of entrepreneurship?
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  - c. Issuing shares to individuals and institutions
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4. Which of these is not a challenge for the entrepreneur?
  - a. Managing the cash flow of their business
  - b. Recruiting new employees
  - c. Choosing the product or service to sell in the market
  - d. Formulating rules and regulations relating to conducting entrepreneurship in their country
5. Which of these theories involve taking a moderate amount of risk as a function of skill and not chance?
  - a. Need for achievement
  - b. Need for affiliation
  - c. Need for authority
  - d. Need for independence



6. Which of these is not a category of external forces that affects a business?
- a. Competitive forces
  - b. Technological forces.
  - c. Economic forces
  - d. Socio-economic forces
7. Which among these is a money manager who is involved in making risk investments from equity capital with the objective of gaining better returns?
- a. Entrepreneur
  - b. Businessperson
  - c. Buyer
  - d. Venture capitalist
8. Andrew Carnegie belonged to this century:
- a. 16th to 17th Century
  - b. 20th to 21st Century.
  - c. 17th to 18th Century
  - d. 19th to 20th Century
9. Which of these is the first activity of a new business?
- a. Departure point
  - b. Goal Orientation
  - c. Business skill development
  - d. None of the above
10. Who should be involved in preparing a firm's business plan?
- a. Accountant
  - b. Engineer
  - c. Entrepreneur
  - d. None of the above
11. What should be the main worry of a company's founder who asks for capital in exchange for equity shares in their venture?
- a. Valuation
  - b. Control
  - c. Capitalization
  - d. Legal formalities
12. The process of creating something new is called:
- a. Creative flexibility
  - b. Management
  - c. Business
  - d. Innovation
13. Ownership position of less than 50 per cent in a business is known as:
- a. Majority Interest
  - b. Joint Venture



- c. Minority Interest  
d. None of the above
14. Which of these is also known as corporate venturing?  
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b. Mergers  
c. Entrepreneurship  
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Certification Course on "Entrepreneurship in Education"

Time: 15 min.

M.M.20

Name: Anjali

Father's Name: Sumit Singh

Enrolment No.: 20300462

**Instructions:**

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**MIMT**  
**SCHOOL OF EDUCATION**  
**ASSESSMENT-SHEET: ADD-ON COURSE**

**Name of Course: Certification Course on Entrepreneurship in Education**

<b>S.N</b>	<b>Name of Students</b>	<b>End Term Examination (M.M.20)</b>	<b>Case Discussion/ Presentation (M.M.20)</b>	<b>MM: 40</b>	<b>QUALIFIED FOR CERTIFICATE (YES/NO)</b>
1	AAKANSHA PARASHAR	17	16	33	YES
2	AKANSHA SAINI	17	16	33	YES
3	ANJALI	18	15	33	YES
4	ANKIT KUMAR	18	17	35	YES
5	ANNPURNA BHARDWAJ	19	16	35	YES
6	ARCHANA BHATI	18	14	32	YES
7	ARJOO LOHIYA	18	15	33	YES
8	ARSHEEN	18	16	34	YES
9	BHOOMIKA PARASHAR	18	16	34	YES
10	CHELISHI BHATI	18	16	34	YES
11	CHELISHI SHARMA	17	15	32	YES
12	DAVID BHATI	17	15	32	YES
13	HARSHITA	18	16	34	YES
14	HIMANSHU KUMAR	17	15	32	YES
15	JAYA KUMARI	18	16	34	YES
16	KHUSHBOO NISHA	18	15	33	YES



17	KHUSHBU	18	17	35	YES
18	KOMAL SHARMA	18	16	34	YES
19	MANVI TYAGI	19	17	36	YES
20	NEELAM KUSHWAHA	17	16	33	YES
21	NEHA	18	15	33	YES
22	NEHA BANSAL	18	16	34	YES
23	NEHA BHATI	18	16	34	YES
24	NEHA NAGAR	17	16	33	YES
25	NIKITA PAL	18	15	33	YES
26	NISHA KUMARI	18	17	35	YES
27	NITIKA AWANA	17	16	33	YES
28	PAYAL BHATI	18	14	32	YES
29	PRACHI PAL	18	15	33	YES
30	PREETI SINGH	19	17	36	YES
31	PRITI JAISWAL	18	16	34	YES
32	PRIYA PANDEY	17	15	32	YES
33	RAGINI	18	14	32	YES
34	SADHNA PATEL	18	15	33	YES
35	SAFAQUE	17	16	33	YES
36	SAKSHI	18	14	32	YES
37	SHAILJA	18	14	32	YES
38	SHAILY BHATI	17	15	32	YES
39	SHEETAL	17	15	32	YES
40	SHIKHA BHATI	18	17	35	YES
41	SHIKSHA	17	16	33	YES
42	SHRISHTI KASERA	18	14	32	YES
43	SHWETA KHARI	18	17	35	YES
44	SIMRAN MANGLA	18	15	33	YES
45	SONU	18	15	33	YES
46	SWEETY KHARI	16	17	33	YES



47	TAMANNA BHATI	17	16	33	YES
48	TANNU VIKAL	18	14	32	YES
49	UTKARSH BHATI	16	17	33	YES
50	VARSHA BANSAL	17	15	32	YES

Signature

(Internal Examiner: **Mr. Ashish Srivastava,**  
**Assistant Professor, School of Education, MIMT)**

Signature

(HOD/Principal)

Manvi Tyagi

B.A.B.Ed. 3rd year

Unique small business ideas for first-time entrepreneurs

Virtual assistant services

Virtual assistants are contracted workers that provide a wide range of services, including accounting, content marketing, and completing personal tasks like planning trips or managing schedules. You can assist virtually as a full-time job or side business.

Since businesses can hire virtual assistants from anywhere in the world, being a virtual assistant doesn't restrict you to any specific location. Look to virtual assistant business examples like Fancy Hands and Zirtual as inspiration for your small business.

Annapurna  
B.A.B.2d. 3rd year

Unique small business ideas for first-time entrepreneurs

Virtual interior design

With more than 148,000 interior design businesses across the US and an increased interest in home decor, this segment of the home industry shows much promise for business newcomers. Recent data estimates the interior design service market will bloom to about 177 billion by 2029, up from the nearly 138 billion expected this year. The home decor market is similarly poised for growth.

Combine that with augmented reality and we have virtual interior design. This is a unique business idea where online shoppers are able to "see" how furniture and other decor would look in their home.

Virtual interior design remains a relatively new industry, making it prime territory for new brands. There are even online platforms, like Havenly and Spacejoy, which match virtual interior designers with clients looking for their services.

Ashleen  
B.A.B.Ed. 3rd year

Unique small business ideas for first-time entrepreneurs

## Food truck

The food truck industry has experienced consistently strong revenue growth, and has outpaced the growth of traditional restaurants. In recent years, food trucks have experienced revenue growth of 2.2 billion, potentially signaling opportunities to entrepreneurs looking to get a foothold in the industry.

A food truck business offers the advantage of mobility, so you can bring your culinary delights to events and locations where you know there will be a lot of foot traffic and hungry customers. Even after opening a restaurant or cafe, having a food truck can play an important role in your business plan and operations. For example, the truck itself can double as a promotional tool, helping to build other revenue streams.

Captain Cookie and the Milkman started as a food truck in 2012 and has since expanded to multiple physical store locations to sell its fresh baked goods. It maintains moving food trucks throughout the Washington, DC, area, in addition to providing its signature trucks for private events.

Ayshaan  
B.A.Ed. 3rd year

How to write a business plan in 9 steps

1. Draft an executive summary
2. Write a company description
3. Perform a market analysis
4. Outline the management and organization
5. List your products and services
6. Perform customer segmentation
7. Define a marketing plan
8. Provide a logistics and operations plan
9. Make a financial plan

Neha bhati

B.A.B.2d. 3rd year

Unique small business ideas for first-time entrepreneurs

### Freelance Writing Business

Whether we write for clients concurrently or full-time, freelancing may be a terrific supplement to our income. Freelancing is one of the unique business ideas and one of the most excellent options if we're looking for full-time writer.

This could be a chance we must think about because of the high-income ability, freedom to choose your schedule, ability to work temporarily or permanently, and chance to get rewarded for prior expertise.





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



## **Expert Profile**

### **Mr.Ashish Srivastava**

**Core Skills** : Innovation Ambassador, NAAC Coordinator (Teaching, Learning & Evaluation), CBCS Instruction Scheme developer, Class In charge/Academic Coordinator, Value added course developer, Member of Proctorial Committee.

**Qualification** : B.Sc., LLB, PGDCA, B.Ed. M.Ed., M.A. (History), UPTET, CTET, UGC NET

**Experience** : 6 Years

**Research Area** : Education, History, Computer Science



# Mangalmay Institute of Management Technology

Knowledge Park II, Greater Noida (U.P.)



## CERTIFICATE

Certified that

**Mr./Ms. CHELSHI BHATI**

of **B.A.B.Ed.IIInd year** of **Mangalmay Institute of Management Technology, Greater Noida,**  
has successfully completed **30 Hours** Add- On Certification Program course on **Entrepreneurship in**  
**Education**

conducted from **1<sup>st</sup> /Nov/ 2022 to 18/Nov/2022**

**Associate Dean**  
Mangalmay Institute of  
Management & Technology

**Convener**  
Mangalmay Institute of  
Management & Technology