



Add On Course

On

Course Name: Introduction to Entrepreneurship

Course Code: CC21/22/2/IE

Organised by

Department of Bengali

and

IQAC, Al Ameen Memorial Minority College

AL AMEEN MEMORIAL MINORITY COLLEGE

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Add on Course Organising Committee

Patron	: Dr. Nurul Haque, Principal, Al Ameen Memorial Minority College
Course Co-ordinator	: Prof. Sayera Begum
Members	: Prof. Matin Ahmed, Prof. Dipankar Manna, Prof. Sk Asgar Ali, Tazuddin Ahmed, Benajir Khatun, Asadulla Khan
Faculty Member	: Prof. Sayera Begum

Course Name	: Introduction to Entrepreneurship
Course Code	: CC21/22/2/IE
Course Duration	: 6 Month (July to December)
Date of Application	: 1 st Week of July
Class Start	: 1 st Week of August
Course Fees	: No fee is required for the course
Eligibility	: Students of UG level of our College
Mode	: Blended Mode
Seat Limit	: 50
Course Duration	: 30 Hours in 6 Month
Class Day	: Every Sunday
Class Time	: 11 A.M. to 1:30 P.M.
Examination Time	: 1 st Week of December
Result Publication	: 3 rd Week of December
Certificate Issued	: 3 rd Week of December

Methodology

- Theoretical and Practical Approaches.
 - Experience sharing
 - Students' Seminars
 - Project Work

Course Outcome

By the end of This course, students will have a comprehensive understanding on entrepreneurship and the skills needed to purpose their entrepreneurial ambitions effectively.

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Overview of the Syllabus

Class Duration: 4 hours for each module

Module 1: Understanding Entrepreneurship
Introduction to entrepreneurship
Characteristics of successful entrepreneurs
Importance of entrepreneurship in the economy

Module 2: Opportunity Recognition and Idea Generation

Identifying opportunities
Creativity and innovation in entrepreneurship
Generating and evaluating business ideas

Module 3: Business Planning
Components of a business plan
Market analysis and research
Developing a value proposition

Module 4: Legal and Ethical Considerations
Legal structures for businesses
Intellectual property rights
Ethical issues in entrepreneurship

Module 5: Marketing Strategies
Marketing fundamentals
Target market identification
Branding and positioning

Module 6: Financial Management
Basics of financial management
Budgeting and forecasting
Funding options for startups

Module 7: Operations and Logistics

Setting up operations
Supply chain management
Technology and automation in operations

Module 8: Risk Management and Adaptability

Identifying and managing risks
Strategies for adapting to change
Resilience in entrepreneurship

Module 9: Scaling and Growth
Strategies for scaling a business
Managing growth challenges

International expansion opportunities
Module 10: Entrepreneurial Leadership
Leadership styles in entrepreneurship
Building and leading effective teams
Communication and negotiation skills for entrepreneurs

Module 11: Case Studies and Guest Speakers
Analysis of successful entrepreneurial ventures
Guest speakers from the entrepreneurial community

Module 12: Final Project and Presentation
Developing a business plan
Presenting business ideas to peers and instructors
Feedback and reflection

Gradation: A=50-60%

A+=60-70%

O=70-100%

Assessment: Weekly quizzes or assignments, Participation in class discussions, Business plan development and presentation, Final exam or project

Prerequisites: There are no formal prerequisites for this course, but a basic understanding of business concepts would be beneficial.

Recommended Resources: "The Lean Startup" by Eric Ries
"Business Model Generation" by Alexander Osterwalder and Yves Pigneur
Online resources and case studies from successful entrepreneurs
Entrepreneurial podcasts and TED Talks

By the end of this course, students will have a comprehensive understanding of entrepreneurship and the skills needed to pursue their entrepreneurial ambitions effectively.

Course completion certificate.

The examination pattern and marks distribution for the Add On Courses

Total Marks : 50 Marks

Theory Exam : 30 = i. Multiple-choice questions (MCQs) : 30 marks (2marks for 15 questions)
ii. Project report / Presentation : 10 marks
iii. Internal Assessment : 10 marks

This distribution allows for evaluating both theoretical knowledge and practical skills, along with assessing the student's consistency and engagement throughout the course.