



ADMINISTRATIVE MANAGEMENT COLLEGE
18th KM, Bannerghatta Road, Bangalore - 560083

ENTREPRENEURSHIP

Course duration: 35 Hours

About the course

Entrepreneurship can be defined as a business related area where leaders in organizations are not afraid to take risks, tackle innovative solutions in order to boost their business performance and ensure the highest income. Entrepreneurship concentrates on business opportunities exploitation, business plan development and control, start-up establishment, management, team-building, market strategies, human resource management, leadership, innovation, intellectual property, economy, networking, market research

Importance of Entrepreneurship course

Students enrolled in an entrepreneurship course will develop communication skills in order to become good negotiators and they will also learn basic management and leadership skills. They will also learn how to use his creativity and apply strategic thinking to create effective business plans.

Course Outcome

- Nurtures Personal Growth and Development
- Tap Into Unrealized Talents
- Critical Thinking
- Be Able to Make a Difference
- Preparedness for Real Life

Eligibility criteria

Only Final year MBA students are eligible.

Course Syllabus

- Organizing and Managing a Small Business
- Scanning for business opportunities
- Evaluation of alternatives.
- Financial Planning
- Financial Control
- Forms of Ownership for Small Business
- Strategic Marketing Planning
- New Product or Service Development
- Financial institutions offering assistance
- Innovative ideas
- Tax concessions for new ventures
- Industrial sickness problems and solutions
- Business Plan Creation
- Case Study analysis