

Syllabus for Certificate Program in

Eureka -Entrepreneurship Development

Module One

Concept of Entrepreneurship. Process of Entrepreneurship. Entrepreneurial Motives. Enablers of Entrepreneurial Intentions. Entrepreneurial Competencies. Characteristic Features of Corporate Entrepreneurship. Differences between Entrepreneurship and Entrepreneurship.

Module Two

Opportunity & Uncertainty, Push and pull and the sources of innovation, Customers as a source of opportunity, Importance of IDEA (vide model) Relationship among Creativity, Innovation and Entrepreneurship. Environmental Scanning for New Venture Creation. Developing Business Plan for New Venture Creation. Market Orientation and Marketing Skills for Entrepreneurs.

Module Three

Market, Need finding & planning: Defining focal market, understanding user needs, competitive analysis, generating ideas with individuals and groups, planning. Differences between Social Enterprises and Social Responsibility of Business. Ethical Issues in Entrepreneurship. Global Opportunities for Entrepreneurs.

Module Four

Pitching, Testing & Prototyping: Test your ideas, surveys, creating prototype – physical goods, service, and software.