

Course Module Entrepreneurship

Unit	Syllabus	Hours
1	Introduction to Entrepreneurship <ul style="list-style-type: none">• Definition and Importance• Entrepreneurial Mindset• Types of Entrepreneurs• Creativity and Innovation	5 Hours
2	Business Idea Generation and Validation <ul style="list-style-type: none">• Identifying Opportunities• Market Research Techniques• Lean Startup Methodology• Idea Validation and Feasibility	6 Hours
3	Strategic Business Planning <ul style="list-style-type: none">• Elements of a Business Plan• Creating a Value Proposition• Competitive Analysis• Strategic Planning and Goal Setting	5 Hours
4	Marketing and Branding Strategies <ul style="list-style-type: none">• Basics of Marketing• Building a Brand Identity• Digital Marketing• Customer Relationship Management	4 Hours

5	<p>Financial Management for Entrepreneurs</p> <ul style="list-style-type: none"> • Budgeting and Financial Control • Funding Options • Financial Decision-Making • Scaling and Financial Planning 	5 Hours
6	<p>Legal and Ethical Aspects</p> <ul style="list-style-type: none"> • Business Structure and Legal Forms • Intellectual Property • Contracts and Agreements • Ethical Decision-Making 	5 Hours



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Dr. L. B. Borse

(Academic Dean)

A handwritten signature in blue ink, appearing to be "A. G. Jadhav".

Dr. A. G. Jadhav

(Principal)