

# Eshan College of Engineering

Approved by AICTE, New Delhi and Affiliated to AKTU (Formerly UPTU) & BTE, Lucknow

## Detailed Report

**Certificate Course on- "Entrepreneurship: Essentials & Development"**  
**(Sixteen-days)**

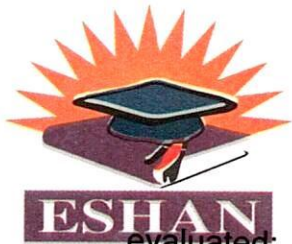
**Subject Area- Entrepreneurship**

**Organized by- Department of Applied Sciences and Humanities**

Our reputed Director Dr. Ghanshyam Srivastava and Mr. Ajit Saxena, Head, Department of Computer Science jointly agreed to organize a thirty hours value addition certificate course on the topic **"Entrepreneurship: Essentials & Development"** for the students of B. Tech CSE (II<sup>nd</sup> and III<sup>rd</sup> year) from 08/10/2018 to 23/10/2018. The venue was Digital Room (CSE), Eshan College of Engineering. The objective of the course was to teach key issues faced by entrepreneurs and managers at different stages of the life-cycle of an enterprise and was relevant both for aspiring entrepreneurs and decision makers in established enterprises.

40 students enrolled for the course and it provided foundational knowledge on various aspects of entrepreneurial venture creation and management during its life-cycle. Topics were classified according to some major themes. Success in business can be greatly enhanced with an understanding of key entrepreneurial characteristics and competencies solutions. This interactive course provided potential entrepreneurs with the knowledge of succeeding in an entrepreneurial opportunity. Topics included how creativity, opportunity and feasibility are best





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evaluated; business strategies for new businesses; importance of a business plan; achieving success in a new business.

## Course Themes

- Create an entrepreneurial venture
- Current trend of technology
- How to start a start-up by identifying opportunities
- Factors driving competitive advantages
- Organizational structure
- Basic knowledge of financial statements and project report
- Introductory knowledge on marketing, strategic and human resource management
- Risk analysis
- Legal aspect of business

At the end of the course students had the skills and confidence to evaluate starting a business, in addition to becoming more enterprising in how they approach their roles should they decide to work in organizations. They were able to apply entrepreneurial approaches, concepts, and methods. This aided our students to become professionals having overall familiarity of business framework. The faculty representative thanked our experts for their precious time and efforts.

