



Business and Entrepreneurship

Syllabus

- Concept of entrepreneur and entrepreneurship
- Ideation and Prototyping
- Publicity of Idea
- Arranging the Funds
- Costing Models
- Profit Optimization
- Engaging the First Client
- Expansion of Teams
- Expansion of Self Business

Outcomes of Business and Entrepreneurship Short Term Program

1. **Problem-solving skills:** Business and entrepreneurship require constant problem-solving, whether it's finding ways to increase revenue or addressing customer complaints. Learning to solve problems efficiently and effectively is a valuable life skill that can be applied to any situation.
2. **Time management:** Running a business requires managing your time effectively to balance various tasks and responsibilities. Learning to prioritize and manage your time can help you achieve your goals and be more productive in all areas of life.
3. **Financial management:** Business and entrepreneurship involve managing finances, such as budgeting, cash flow, and investments. These skills can translate to personal financial management and help individuals make informed decisions about their money.
4. **Leadership and communication skills:** Running a business or being an entrepreneur requires strong leadership and communication skills to motivate and manage employees, negotiate with stakeholders, and build relationships with customers. These skills can be applied in any setting where leadership and communication are necessary.
5. **Creativity and innovation:** Businesses and entrepreneurs often need to come up with creative and innovative solutions to succeed in a competitive market. Learning to think outside the box and develop new ideas can help individuals in all areas of life.

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