



GOVERNMENT OF WEST BENGAL
OFFICE OF THE PRINCIPAL
Maulana Azad College



8, RAFI AHMED KIDWAI ROAD, KOLKATA 700013, INDIA

Phone: 033 2249-3737/2226-7814 e-mail: maulanaazadcollegekolkata@gmail.com

Website: <https://maulanaazadcollegekolkata.ac.in>

Summary Report, Meeting Notice, Meeting Resolution, Course Brochure /Curriculum, Course outcomes, Evaluation procedure, Sample Certificate

9. ENTREPRENEURSHIP DEVELOPMENT: FROM IDEA TO VENTURE

Summary Report

Course Name: **ENTREPRENEURSHIP DEVELOPMENT: FROM IDEA TO VENTURE**

Course Code: **AD-BCOM-21-22-01**

Organizing Department: **Department of Commerce**

Course Duration: **30 Hours (02-05-2022 - 20-05-2022)**

No. of Enrolled Students: 41

No. of student completed the course: 41

Course Objectives: The objectives of this course are

Understanding Entrepreneurship, Idea Generation, Business Model Development, Financial Planning, Business Plan, Legal and Ethical Considerations.

Course Outcomes: After completion of this course the students will able to

- Gain a thorough understanding of the role of entrepreneurship in economic development and the characteristics that define successful entrepreneurs.
- Demonstrate the ability to generate innovative and feasible business ideas by applying creativity and critical thinking.
- Design and develop viable business models that align with market needs and entrepreneurial objectives.
- Acquire the skills to create and manage financial plans for new ventures, including budgeting, forecasting, and identifying funding opportunities.
- capable of creating a detailed business plan that effectively communicates the vision, strategy, and operational roadmap of their venture.
- understand the legal, ethical, and regulatory requirements of starting and managing a business, ensuring compliance and ethical decision-making.



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REPORT ON ADD-ON COURSE

Course Name: "Entrepreneurship Development: From Idea to Venture"

Course Code: AD-COM-21-22-01

Organizing Department: Department of Commerce

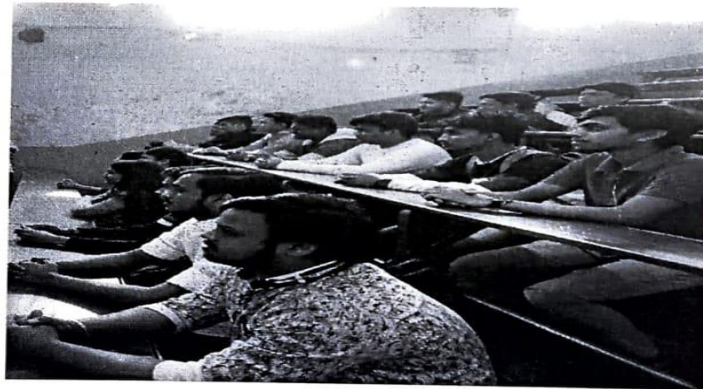
Course Duration: 32 Hours (02.05.2022 - 20.05.2022)

No. of Enrolled Students: 41

No. of student completed the course: 41

As per resolution taken in the departmental meeting held on 1st December, 2021, the ADD-ON course on "Entrepreneurship Development: From Idea to Venture" has been introduced to enhanced the skill of the students. Depending on the number of enrolled candidates of B.Com. Honours, the department has decided that this course will be conducted in the month of May, 2022.

The faculty members of Commerce have designed the course curriculum on "Entrepreneurship Development: From Idea to Venture" and the course was successfully completed by the Enrolled candidates. After the course, the evaluation processes were completed based on theoretical Examination and Viva. Certificates are issued to all the participants.



Head

Department of Commerce

Associate Professor & Head
Department of Commerce
Maulana Azad College
Govt. of West Bengal
Kolkata- 700013

Principal

Maulana Azad College
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Departmental Meeting Notification


Ref. No.....


Date: 18th November, 2021

In order to help the students to pursue their entrepreneurial aspirations, the Department of Commerce is contemplating to start an ADD-ON Course on 'Entrepreneurship', which would help our students immensely. All the faculty members are required to be present in the meeting which would be held on 1st December, 2021 at 2.00 p.m.

Agenda:

1. Selection of course coordinator(s).
2. Syllabus formation.
3. Evolution procedure.
4. Issue of certificate.

4

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Departmental Meeting Resolution

As per notice dated 18th November, 2021, the departmental meeting held on 01.12.2021 at 2.00 p.m. All faculty members attended the meeting timely.

All the teachers agreed unanimously for smooth running of the proposed ADD-ON courses to enhance the skills our students.

1. Agenda 1. Selection of course coordinator(s).

After detail discussion, the department has decided that the teachers of this department will act as ADD-ON course coordinator as per following:

Sl. No.	Course Code	Course Coordinators	Duration	Total Hours
1	AD-COM-21-22-01	Dr. Keshab Chandra Sinha & Ujjal Sanyal	02.05.2022 – 20.05.2022	32

2. Agenda 2. Syllabus formation.

It has been resolved that the respective course coordinator will be responsible for Syllabus formation with the help of other faculty members and coordinate with IQAC time to time.

3. Agenda 3. Evolution procedure.

It has been resolved that the evaluation process consist of the following.

- Question preparation (Theory + Practical): Full Marks 100
- For theory paper there will be SA type Questions and LA type questions and time of Examination 3 Hours.



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- (c) For practical paper time of examination 4 Hours.
(d) Evaluation of answer scripts and Tabulation as decided by the coordinator.
(e) Grade and Marks as per following table:

Grade Scale	Grade	Performance Indicator
90-100	AA	Outstanding
80-89	A+	Excellent
60-79	A	Very Good
40-59	B	Satisfactory
< 40	D	Disqualified

Agenda 4. Issue of Certificate

It has been resolved that the certificate will be issued to those candidates who have successfully completed the course. The coordinator should prepare a brief report of the course after taking feedback from the participants and the difficulties if any for smooth running the course.



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In order to promote innovative thinking and empowering students to pursue their entrepreneurial aspirations, the Department of Commerce has agreed to start an add-on course on 'Entrepreneurship Development: From Idea to Venture', which would be immensely beneficial to our student community. Following are the details of the course:

Course Details

Course Title: Entrepreneurship Development: From Idea to Venture

Course Duration: 30 hours

Proposed Start Date and End Date: 2nd May, 2021 to 20th May, 2021

Facility required within college premise: G2 CLASSROOM (Second Floor)

Course Objectives:

1. Introduce students to the fundamentals of entrepreneurship.
2. Cultivate entrepreneurial mindset and creative thinking.
3. Develop skills in business planning, marketing, and financial management.
4. Encourage students to identify and assess entrepreneurial opportunities.
5. Facilitate interactions with successful entrepreneurs and industry experts.



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6. Foster teamwork and collaboration through real-life business projects.

Benefits of the Course: An Entrepreneurship Development Course will equip our students with essential skills and knowledge to navigate the competitive business landscape successfully. By encouraging innovation and fostering an entrepreneurial spirit, we aim to create a culture that nurtures future leaders and job creators.

Resource Requirements: To ensure the effective implementation of the Entrepreneurship Development Course, our departmental faculty members will conduct the above-mentioned course.

1. Keshab Chandra Sinha
2. Madhu Sarda
3. Ujjal Singh
4. Camellia C. Bhowman
5. Chandrani Bhattacharyee



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Department of Commerce

Syllabus for “Entrepreneurship Development: From Idea to Venture”

- **Title:** Entrepreneurship Development: From Idea to Venture
- **Venue:** Department of Commerce
Maulana Azad College, Kolkata -13
- **Span of the Course: 32 hours.**
- **Brief introduction of this Course:** This short-term course on Entrepreneurship Development is designed to provide aspiring entrepreneurs with the foundational knowledge and skills required to turn their business ideas into successful ventures. Over 30 hours, participants will explore various aspects of entrepreneurship, from identifying opportunities to developing a viable business plan.
- **Books, Study materials, Journals & other necessary references:**
 1. “The Lean Startup” by Eric Ries
 2. “Zero to One” by Peter Thiel
 3. “The E-Myth Revisited” by Michael E. Gerber
 4. “Good to Great” by Jim Collins
 5. “Business Model Generation” by Alexander Osterwalder and Yves Pigneur
 6. “Entrepreneurship Development and Management” by Dr. A. K. Singh



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• **Syllabus:**

1. Introduction to Entrepreneurship and Opportunity Identification (6 hours)

Concept and significance of entrepreneurship
Role of entrepreneurs in different fields of the economy
Methods for generating business ideas
Evaluating the viability of business opportunities

2. Entrepreneurial Mindset and Traits (2 hours)

Characteristics of successful entrepreneurs
Nurturing a growth mindset

3. Market Research and Customer Analysis (4 hours)

Understanding target markets and customer needs
Conducting market research and competitor analysis

4. Business Models and Planning (4 hours)

Different business models (e.g., B2B, B2C, SaaS)
Creating a business plan and setting goals

5. Legal and Regulatory Considerations (2 hours)

Business registration and licenses
Intellectual property protection

6. Marketing and Sales Strategies (4 hours)

Branding and positioning
Marketing channels and sales techniques

7. Financial Management (4 hours)

Basic concepts of Financial Management
Creating Financial Projections and Budgets

8. Funding and Investor Pitching (6 hours)

Hiring the right talent
Building an effective team and fostering a positive work culture
Sources of funding (e.g., bootstrapping, loans, investors)
Preparing and delivering an effective pitch



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Permission of HOI

The Principal

Date:05.12.2021

Maulana Azad College, Kolkata

Respected Sir,

This is to convey that the Department of Commerce, Maulana Azad College, has resolved in an online meeting held on 1st December 2021, that an add-on course for the students of Commerce department will be conducted from 04.01.2021 - 15.02.2021 on '**ENTREPRENEURSHIP DEVELOPMENT: FROM IDEA TO VENTURE**'. The details of the proposed course are attached. We Shall remain grateful if you very kindly give permission to pursue the aforesaid course.

With regards,

Yours Faithfully,

Associate Professor & Head
Department of Commerce
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Sample Certificate





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Certificate of Appreciation
Session : 2021-22

No. BCOM/-----


This is to certify that.....has actively participated and successfully completed 32 hours ADD-ON course on “ENTREPRENEURSHIP DEVELOPMENT: FROM IDEA TO VENTURE” (Course Code: AD-COM-21-22-01), organized by the Department of COMMERCE in association with IQAC, in the period 2nd May to 20th May, 2022 and secured Grade ---.

1. 
2. 

Joint Coordinators



IQAC Coordinator



Principal



Principal
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