

Course Title: **Strategies of Start-up Entrepreneurship**

Course Code: **CCSSE21**

Course Duration: **30 hours**

Introduction:

To promote the start up in India, the government of India has taken many steps because start up entrepreneurship is the only option which can be used for remove the problem of unemployment. It is a strong tool which can be used for the growth of the economy. This certificate course will be helpful for the students to learn about the entrepreneurship and the strategies for the start-ups. The students can know about the government's financial policies for start-up Entrepreneurship.

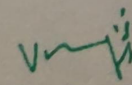
Aims and Objectives:

1. To increase the spirit of self-employment among the youngsters.
2. To increase new venture establishment and expansion of the existing once in rural areas.
- 3 To make the entrepreneurs ready for unforeseen risk associated with the business.
4. To know about the decision making process in the entrepreneurship.

Course Outcome:

Students/participants will demonstrate the ability to communicate effectively about the entrepreneurship. This course will demonstrate an ability to engage in critical thinking by analyzing situations about the startup. The course will help to know about the credit facilities by the government for startup entrepreneurship. This course will be valuable for the youngsters to get employment.

Sharma


Principal
Dayanand College
HISAR

Structure of the Course

Unit-I

Entrepreneurship- meaning and concept; Connection of Entrepreneurship to business growth. Entrepreneurial Motivation, Risk taking strategies.

Unit-II

Financial challenges in Entrepreneurship-lack of access to capital, Cash flow shortage; Credit Schemes by the government for entrepreneurship

Unit-III

Start-up –Types and Ideas; Strategy and Steps for the Start-up, Startup and Employment.

Unit-IV

Entrepreneurship in Rural Area, Opportunities in Startup in rural area, Cottage Industries in Rural Area.

Arms

V. V. V.

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