



**Mangalmay Institute of Management Technology**  
Greater Noida (U.P.)



**MANGALMAY**  
INSTITUTE OF MANAGEMENT TECHNOLOGY  
Greater Noida



**ADD ON**  
**CERTIFICATION PROGRAM**  
on  
**Entrepreneurship and Business Development**  
**BBA 2nd Year students**

**Date:** 10th April, 2024 to 30th April, 2024  
**Time:** 2:00 PM - 5:00 PM | **Venue:** Computer Lab, B Block

**Coordinator:**  
Dr. Pankaj Kumar



**Resource Person**  
Ms. Sonam Srivastava

Toll-Free : 1800 103 3797 | [www.mangalmay.net.in](http://www.mangalmay.net.in)  
Plot No. 8 & 9, Knowledge Park-II, Greater Noida, Delhi-NCR, India



**Mangalmai Institute of Management Technology**  
**Greater Noida (U.P.)**



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ACCREDITED

**NOTICE**

Date: 05/04/2024

This is to inform all BBA 2<sup>nd</sup> Year Students of Management department that certification course on "ENTREPRENEURSHIP AND BUSINESS DEVELOPMENT" is being scheduled from 10<sup>th</sup> April – 30<sup>th</sup> April 2024 in Computer Lab, MIMT. Interested Students can attend this certification course. The course is being conducted by Ms. Sonam Srivastava.

**Program details:**

Date : 10<sup>th</sup> April – 30<sup>th</sup> April 2024

Time : 02:00 PM to 05:00 PM

Venue : Computer Lab, B-Block

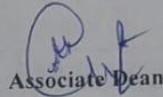
Beneficiaries : Students of BBA 2<sup>nd</sup> Year

Resource Person: Ms. Sonam Srivastava

Coordinator : Dr. Pankaj Kumar

Participation : Interested students can give their name to the coordinator by 08/04/2024.

Note: Registration is mandatory for the certification course.

  
Associate Dean

**MIMT**

**Copy to:**

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HOD/Coordinators  
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**BBA IV SEM STUDENTS**  
**ADD ON CERTIFICATION PROGRAM ON ENTREPRENEURSHIP AND**  
**BUSINESS DEVELOPMENT**

**Syllabus (33 HOURS)**

**1. Foundations of Entrepreneurship:**

- Definition of entrepreneurship and its importance in the business world.
- Characteristics of successful entrepreneurs.
- Introduction to different types of entrepreneurships (e.g., small business entrepreneurship, corporate entrepreneurship, social entrepreneurship).

**2. Idea Generation and Opportunity Identification:**

- Techniques for generating business ideas.
- Identifying market opportunities through market research and trend analysis.
- Assessing the feasibility and potential of business ideas.

**3. Business Plan Development Components:**

- Executive Summary
- Market Analysis
- Marketing Strategy
- Operations Plan
- Financial Projections
- Risk Management

**4. Business Growth and Competitive Strategy Focus Areas:**

- Strategic Planning and Goal Setting
- Understanding Competitive Advantage
- Differentiation Strategies

**5. Marketing and Sales Strategies:**



- Market segmentation, targeting, and positioning.
- Branding, product/service development, and pricing strategies.
- Digital marketing techniques, social media marketing, and online sales channels.

#### **6. Financial Management for Entrepreneurs:**

- Basics of financial statements (income statement, balance sheet, cash flow statement).
- Financial forecasting, budgeting, and cash flow management.
- Funding options for startups (e.g., bootstrapping, angel investors, venture capital).

#### **7. Legal and Ethical Considerations:**

- Legal structures for businesses and registration processes.
- Intellectual property rights and protection.
- Ethical issues in entrepreneurship and business decision-making.

#### **8. Operations and Supply Chain Management:**

- Understanding operations management and optimizing processes.
- Supply chain management, inventory control, and logistics.
- Quality management and continuous improvement.

#### **9. Entrepreneurial Mindset and Skills Development:**

- Developing an entrepreneurial mindset including creativity, innovation, resilience, and adaptability.
- Problem-solving skills and decision-making in entrepreneurial contexts.
- Leadership skills, team building, and effective communication.

#### **10. Networking and Collaboration:**

- Importance of networking in entrepreneurship.
- Building professional relationships, seeking mentors, and leveraging networks for business growth.



- Collaborative opportunities and partnerships.

### **11. Scaling and Growth Strategies:**

- Strategies for scaling a business and managing growth challenges.
- Expanding into new markets and international business considerations.
- Exit strategies for entrepreneurs (e.g., mergers and acquisitions, IPOs)



### Schedule

Session	Content	Time	Date
S 1	<p>Foundations of Entrepreneurship</p> <ul style="list-style-type: none"><li>➤ Definition of entrepreneurship and its importance in the business world.</li><li>➤ Characteristics of successful entrepreneurs.</li><li>➤ Introduction to different types of entrepreneurships (e.g., small business entrepreneurship, corporate entrepreneurship, social entrepreneurship).</li></ul>	02:00 PM TO 5:00 PM	10-04-2024
S 2	<p>Idea Generation and Opportunity Identification:</p> <ul style="list-style-type: none"><li>➤ Techniques for generating business ideas.</li><li>➤ Identifying market opportunities through market research and trend analysis.</li><li>➤ Assessing the feasibility and potential of business ideas.</li></ul>	02:00 PM TO 5:00 PM	11-04-2024
S 3	<p>Business Planning and Strategy</p> <ul style="list-style-type: none"><li>➤ Developing a business plan including components like executive summary, market analysis, marketing strategy, operations plan, financial projections, and risk management.</li></ul>	02:00 PM TO 5:00 PM	12-04-2024



S 4	<p>Strategic planning</p> <ul style="list-style-type: none"><li>➤ Strategic planning and goal setting for business growth.</li><li>➤ Understanding competitive advantage and differentiation strategies.</li></ul>	02:00 PM TO 5:00 PM	15-04-2024
S 5	<p>Marketing and Sales Strategies</p> <ul style="list-style-type: none"><li>➤ Market segmentation, targeting, and positioning.</li><li>➤ Branding, product/service development, and pricing strategies.</li><li>➤ Digital marketing techniques, social media marketing, and online sales channels.</li></ul>	02:00 PM TO 5:00 PM	16-04-2024
S 6	<p>Financial Management for Entrepreneurs</p> <ul style="list-style-type: none"><li>➤ Basics of financial statements (income statement, balance sheet, cash flow statement).</li><li>➤ Financial forecasting, budgeting, and cash flow management.</li><li>➤ Funding options for startups (e.g., bootstrapping, angel investors, venture capital).</li></ul>	02:00 PM TO 5:00 PM	18-04-2024
S 7	<p>Legal and Ethical Considerations</p> <ul style="list-style-type: none"><li>➤ Legal structures for businesses and registration processes.</li><li>➤ Intellectual property rights and protection.</li><li>➤ Ethical issues in entrepreneurship and business decision-making</li></ul>	02:00 PM TO 5:00 PM	19-04-2024
S 8	<p>Operations and Supply Chain Management</p>	02:00 PM TO 5:00 PM	22-04-2024



	<ul style="list-style-type: none"><li>➤ Understanding operations management and optimizing processes.</li><li>➤ Supply chain management, inventory control, and logistics.</li><li>➤ Quality management and continuous improvement.</li></ul>		
S 9	<p>Entrepreneurial Mindset and Skills Development</p> <ul style="list-style-type: none"><li>➤ Developing an entrepreneurial mindset including creativity, innovation, resilience, and adaptability.</li><li>➤ Problem-solving skills and decision-making in entrepreneurial contexts.</li><li>➤ Leadership skills, team building, and effective communication</li></ul>	02:00 PM TO 5:00 PM	24-04-2024
S 10	<p>Networking and Collaboration</p> <ul style="list-style-type: none"><li>➤ Importance of networking in entrepreneurship.</li><li>➤ Building professional relationships, seeking mentors, and leveraging networks for business growth.</li><li>➤ Collaborative opportunities and partnerships.</li></ul>	02:00 PM TO 5:00 PM	26-04-2024
S 11	<p>Scaling and Growth Strategies</p> <ul style="list-style-type: none"><li>➤ Strategies for scaling a business and managing growth challenges.</li><li>➤ Expanding into new markets and international business considerations.</li><li>➤ Exit strategies for entrepreneurs (e.g., mergers and acquisitions, IPOs)</li></ul>	02:00 PM TO 5:00 PM	30-04-2024
	Assessment	02:00 PM TO 3:00 PM	03-05-2024





Name of Activity	Add on certification course on Entrepreneurship and business development
Name of Resource Person	Ms. Sonam Srivastava
Date	10th April 2024 - 30th April 2024
Beneficiary	BBA IV Semester Students
No. of participants	81
Activity Coordinator	Dr. Pankaj Kumar
Objective	<p>The aim of this certification course is:</p> <ul style="list-style-type: none"><li>● Foster an entrepreneurial mindset focused on innovation, risk-taking, and opportunity recognition.</li><li>● Develop skills in business planning, market analysis, and strategic decision-making for sustainable growth.</li><li>● Provide expertise in financial management, funding options, and legal compliance for business success.</li><li>● Equip with effective sales, marketing, and networking strategies to reach target markets and build relationships.</li><li>● Cultivate leadership abilities, adaptability to change, and commitment to ethical practices and social responsibility.</li></ul>
Content	<p>This comprehensive program is tailored to empower participants with a dual proficiency in Entrepreneurship and Business Development. Throughout the course, participants will immerse themselves in the intricacies of entrepreneurial ventures, gaining a deep understanding of various aspects such as idea generation, business planning, and strategic growth initiatives.</p> <p>Practical sessions will focus on real-world application, covering topics such as market analysis, branding strategies, and financial management specific to entrepreneurial endeavours. Participants will explore innovative techniques for identifying market opportunities, developing sustainable business plans, and navigating legal and ethical considerations in entrepreneurship.</p> <p>By the end of the program, participants will emerge equipped with the knowledge, skills, and confidence needed to embark on entrepreneurial ventures, make informed business decisions, and drive innovation in the dynamic landscape of business development.</p> <p><b>Day 1: Foundations of Entrepreneurship</b></p> <p>Participants were introduced to the core concepts of entrepreneurship, emphasizing its crucial role in the business world. They explored the defining characteristics of successful entrepreneurs, such as innovation, resilience, and risk-taking. Various types of entrepreneurship were examined to provide a comprehensive</p>



understanding of the field. Small business entrepreneurship was covered, highlighting its focus on local markets and personal goals. Corporate entrepreneurship was also discussed, showcasing how established companies drive innovation from within. Additionally, social entrepreneurship was addressed, emphasizing its aim to tackle social issues and create positive change. Through these explorations, participants gained insight into the diverse impacts that entrepreneurs could have on society and the economy. This comprehensive overview equipped them with a broad understanding of entrepreneurial pathways and the various forms entrepreneurship can take. By understanding these different types, participants were better prepared to pursue their own entrepreneurial ventures or support entrepreneurship within their organizations.

### **Day 2: Idea Generation and Opportunity Identification**

The focus shifted to practical techniques for generating viable business ideas. Participants learned to identify potential opportunities through market research and trend analysis. By examining current market trends and consumer needs, they gained valuable insights into the dynamic business landscape. They also explored methods for brainstorming and idea generation, enabling them to think creatively and strategically. The training covered essential skills for assessing the feasibility and potential of these ideas, including evaluating market demand, analyzing competitive landscapes, and understanding financial implications. Through hands-on exercises and real-world examples, participants practiced these techniques and refined their ability to develop sound business concepts. They were taught how to create a value proposition and conduct a SWOT analysis to further test the viability of their ideas. This comprehensive approach equipped participants with the necessary tools to not only generate innovative business ideas but also to critically assess and develop them into viable business opportunities.

### **Day 3: Business Planning and Strategy**

Participants embarked on the process of developing a comprehensive business plan, covering essential components such as market analysis, marketing strategy, operations plan, financial projections, and risk management. Through workshops and guided exercises, they delved into each aspect of the business plan to ensure thoroughness and feasibility.

In the market analysis section, participants conducted research to understand market trends, customer demographics, and competitor landscapes. They analyzed data to identify target markets and assess demand for their products or services.

The marketing strategy component focused on branding, promotion, and customer acquisition channels. Participants crafted strategies to effectively reach their target audience and differentiate their offerings in the market.

The operations plan detailed the logistical and organizational structure of the business, including production processes, supply chain management, and personnel requirements.



Financial projections were developed by forecasting revenue, expenses, and cash flow over a specified period. Participants utilized financial modeling techniques to estimate startup costs, revenue growth, and profitability.

Risk management strategies were also integrated into the business plan, addressing potential challenges and mitigating factors to ensure business sustainability. Additionally, strategic planning and goal setting were emphasized to align business objectives with long-term growth strategies. Participants defined key milestones, set performance metrics, and established action plans for achieving their goals.

By the end of the session, participants had a well-rounded business plan ready to guide their entrepreneurial endeavors and facilitate sustainable business growth.

#### **Day 4: Strategic Planning**

In the subsequent session, participants deepened their understanding of strategic planning, particularly focusing on competitive advantage and differentiation strategies crucial for effectively positioning their ventures in the market. Through engaging case studies and interactive discussions, participants explored various aspects of strategic planning, including competitive analysis, differentiation strategies, crafting compelling value propositions, and market positioning. They assessed the strengths and weaknesses of competitors, identified market opportunities, and anticipated potential threats. Moreover, they delved into ways to differentiate their products or services through unique features, superior quality, exceptional customer service, or innovative marketing approaches. Participants also worked on developing compelling value propositions that highlighted the unique benefits their offerings provided to customers compared to alternatives in the market. By gaining a deeper understanding of strategic planning and competitive positioning, participants were better equipped to develop strategies that would drive growth, attract customers, and sustain competitive advantage in their respective industries.

#### **Day 5: Marketing and Sales Strategies**

The focus shifted to marketing and sales strategies, encompassing market segmentation, targeting, and positioning. Participants delved into branding, product/service development, pricing strategies, and explored various digital marketing techniques, including social media and online sales channels. Through workshops and hands-on activities, they gained practical insights into identifying target markets based on demographic, psychographic, and behavioral factors. They crafted marketing strategies to effectively reach and engage with their target audience, emphasizing the importance of aligning messaging and branding with customer needs and preferences.

In product/service development, participants learned to leverage customer feedback and market trends to enhance their offerings and stay competitive. They also



explored pricing strategies, considering factors such as value perception, competitive landscape, and pricing models.

The exploration of digital marketing techniques provided participants with tools and tactics to leverage social media platforms, SEO strategies, and online sales channels to enhance brand visibility, drive customer engagement, and generate sales. By the end of the session, participants were equipped with a comprehensive understanding of marketing and sales strategies essential for driving business growth and success in today's dynamic marketplace.

### **Day 6: Financial Management for Entrepreneurs**

Participants delved into the basics of financial statements, gaining practical skills in interpreting income statements, balance sheets, and cash flow statements. Through hands-on exercises and real-world examples, they learned to analyze financial data, identify key performance indicators, and make informed decisions for their ventures.

In the exploration of income statements, participants dissected revenues, expenses, and net income, understanding how these components reflect the financial health of a business over a specific period. They practiced calculating profitability ratios and assessing the company's operational efficiency.

The study of balance sheets equipped participants with the ability to analyze assets, liabilities, and equity, evaluating the company's overall financial position at a given point in time. They learned to calculate liquidity ratios and assess the company's ability to meet short-term obligations.

The session on cash flow statements focused on understanding cash inflows and outflows from operating, investing, and financing activities. Participants practiced cash flow forecasting and learned strategies for effective cash flow management, such as optimizing receivables and payables.

Additionally, participants explored financial forecasting techniques to predict future revenues, expenses, and cash flows, aiding in strategic decision-making and planning. They also delved into budgeting processes, allocating resources effectively to achieve financial goals and milestones.

Lastly, participants were introduced to various funding options available for startups, including bootstrapping, angel investors, venture capital, crowdfunding, grants, and loans. They learned to evaluate each option's advantages, disadvantages, and suitability based on their business needs and growth objectives.

### **Day 7: Legal and Ethical Considerations**

In the session, participants delved into legal structures for businesses, exploring registration processes and emphasizing the crucial importance of intellectual property rights protection. They learned about various business entities such as sole



proprietorships, partnerships, corporations, and limited liability companies, understanding their distinct legal implications and requirements. Through case studies and expert insights, participants navigated the registration procedures, including obtaining business licenses, tax identification numbers, and complying with regulatory frameworks.

The session also addressed the significance of intellectual property rights, covering trademarks, patents, copyrights, and trade secrets. Participants gained awareness of strategies to protect their innovations, creative works, and proprietary information, safeguarding against infringement and ensuring competitive advantage.

Furthermore, ethical issues in entrepreneurship were discussed, highlighting the ethical dilemmas often faced in business contexts. Participants engaged in discussions on ethical decision-making frameworks, considering factors such as transparency, fairness, social responsibility, and sustainability. By examining real-world scenarios and ethical considerations, participants were equipped with the knowledge and tools to navigate ethical challenges and make principled decisions in their entrepreneurial journeys.

### **Day 8: Operations and Supply Chain Management**

Participants gained valuable insights into operations management, focusing on optimizing processes and supply chain management. They delved into various aspects of operations, including inventory control, logistics, quality management, and continuous improvement strategies.

In the exploration of inventory control, participants learned techniques to manage inventory levels efficiently, minimizing carrying costs while ensuring timely availability of goods. They studied inventory turnover ratios, reorder points, and Just-In-Time (JIT) inventory systems to enhance operational efficiency.

Logistics were another key area covered, where participants understood the intricacies of transportation, warehousing, and distribution. They explored strategies for streamlining logistics operations, reducing lead times, and improving overall supply chain performance.

Quality management principles were emphasized, focusing on meeting customer expectations and ensuring product/service excellence. Participants learned about Total Quality Management (TQM), Six Sigma, and Lean methodologies to achieve operational excellence and continuous improvement.

Throughout the session, participants engaged in practical exercises and case studies to apply these concepts in real-world scenarios. By gaining a deeper understanding of operations management and supply chain dynamics, participants were better equipped to optimize processes, enhance productivity, and deliver value to customers efficiently.

### **Day 9: Entrepreneurial Mindset and Skills Development**



The focus shifted to developing an entrepreneurial mindset, where participants were encouraged to foster creativity, innovation, resilience, and adaptability. Through interactive workshops and experiential learning activities, they honed their problem-solving skills, decision-making abilities, and leadership qualities essential for entrepreneurial success.

Participants engaged in exercises designed to stimulate creative thinking and idea generation, encouraging them to approach challenges with innovative solutions. They learned to embrace failure as a learning opportunity and develop resilience to overcome setbacks and obstacles in their entrepreneurial journeys.

The importance of effective communication and team-building was also emphasized. Participants practiced articulating their ideas clearly, persuasively presenting business concepts, and building collaborative relationships within teams. They explored strategies for building diverse and cohesive teams, leveraging each member's strengths to achieve common goals.

Furthermore, participants developed a strategic mindset, learning to analyze market trends, identify opportunities, and make data-driven decisions. They cultivated an entrepreneurial spirit characterized by agility, adaptability, and a willingness to embrace change, preparing them to navigate the dynamic and competitive business landscape successfully.

### **Day 10: Networking and Collaboration**

Participants gained an understanding of the crucial role networking plays in entrepreneurship and learned to cultivate professional relationships, seek mentors, and leverage networks for business growth. Through interactive sessions and networking events, they explored strategies for building meaningful connections with industry peers, potential investors, and strategic partners.

The importance of seeking mentors was emphasized, with participants learning how to identify experienced individuals who could provide valuable guidance, advice, and support in navigating the entrepreneurial journey. They also learned to leverage networking platforms and events to expand their professional circles and access opportunities for collaboration and partnerships.

Collaborative opportunities were explored, highlighting the benefits of working with complementary businesses, sharing resources, and accessing new markets. Participants engaged in discussions and case studies to understand the dynamics of successful partnerships and collaborative ventures, emphasizing the mutual benefits and synergies that can be achieved through strategic collaborations.

By developing strong networking skills and fostering collaborative relationships, participants were better equipped to tap into valuable resources, gain industry



	<p>insights, and accelerate their business growth through strategic partnerships and alliances.</p> <p><b>Day 11: Scaling and Growth Strategies</b></p> <p>Participants delved into detailed discussions on strategies for scaling a business and managing the challenges associated with growth. They explored various aspects of business expansion, including entering new markets, considering international business opportunities, and planning exit strategies such as mergers, acquisitions, and Initial Public Offerings (IPOs).</p> <p>The session on scaling a business focused on identifying growth opportunities, developing scalable business models, and managing increased demand for products or services. Participants learned about strategic planning, resource allocation, and organizational restructuring to support growth initiatives effectively.</p> <p>In exploring expansion into new markets, participants studied market research techniques, assessed market entry barriers, and developed market penetration strategies. They also considered factors such as cultural differences, regulatory environments, and competitive landscapes in international business expansion discussions.</p> <p>Furthermore, participants delved into exit strategies, understanding the processes and considerations involved in mergers, acquisitions, and IPOs. They learned about valuation methods, negotiation tactics, and legal aspects of these exit options, preparing them to make informed decisions regarding the future growth and sustainability of their ventures.</p>
Assessment	An assessment was conducted to evaluate the performance of the participants.
Outcome of Activity	<ul style="list-style-type: none"><li>➤ Through business planning sessions, students developed comprehensive business plans and understood competitive advantage strategies.</li><li>➤ Students developed an entrepreneurial mindset and learned practical techniques for idea generation and opportunity identification.</li><li>➤ Students explored marketing and sales strategies, covering market segmentation, branding, and digital marketing techniques. Financial management sessions provided insights into financial statements, forecasting, and funding options for startups.</li></ul>

## **Resource Person's Profile**



## **Ms. Sonam Srivastava**

Ms. Sonam Srivastava is a highly qualified professional with a diverse educational background and valuable industry experience. With an MBA in Finance complemented by a Bachelor of Technology degree and qualifications in GATE and NET, Sonam brings a robust academic foundation to the table. In the corporate sector, Sonam has amassed two years of experience, focusing on finance. During this time, she honed her skills in financial analysis, risk assessment, and investment strategies, contributing significantly to the financial success of her previous organizations. Additionally, Sonam has spent a year in academia, where she shared her expertise and mentored students in finance-related subjects.

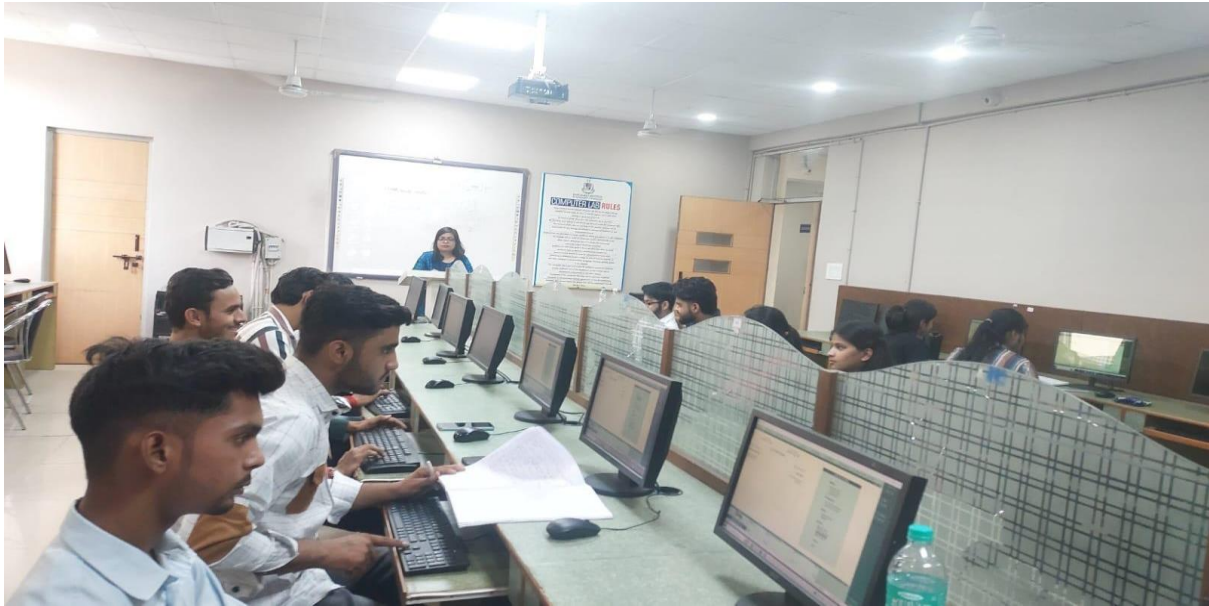


With this blend of practical industry experience and academic knowledge, Sonam is well-equipped to excel as an Entrepreneurship and Business Development trainer, guiding aspiring entrepreneurs on their journey to success.

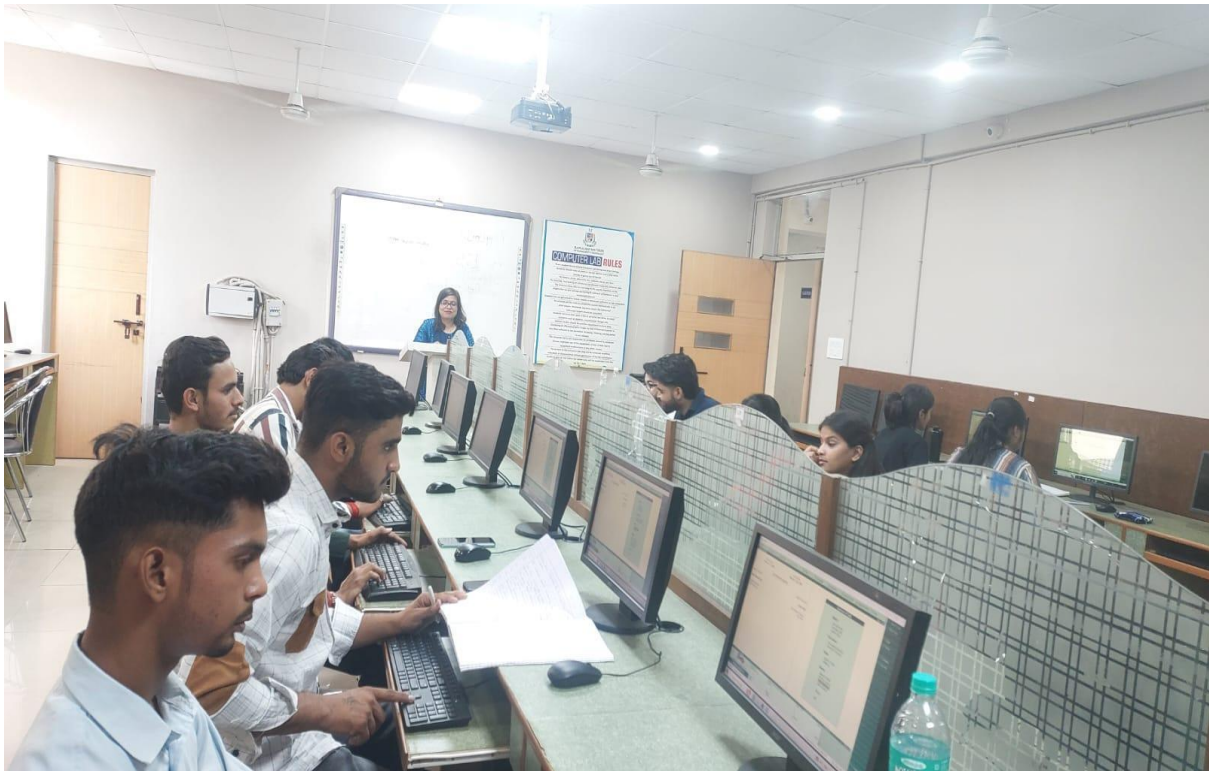




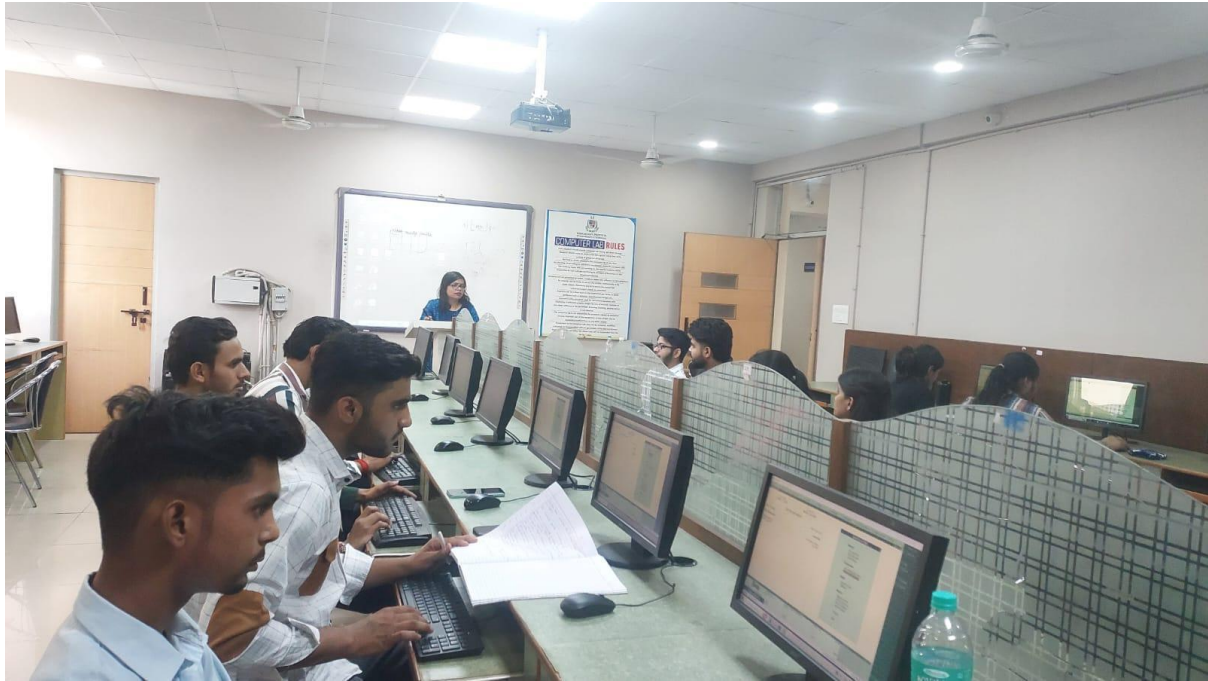
**Glimpses of the Course**



*Session taken by Ms. Sonam Srivastava (Trainer Entrepreneurship and Business development)*



*Students Focused on the Learning*



*Students learning the practical aspects of Entrepreneurship and business development*

### Sample Certificate

 **Mangalmay Institute of Management Technology**  
Greater Noida (U.P.) 

# CERTIFICATE

It is to certify that **Mr. Abhishek Kumar Thakur** of **BBA 2nd year** has successfully completed **36 hours** certification course on **“Entrepreneurship and Business Development”** from **10/04/2024** to **30/04/2024** organized by Mangalmay Institute of Management & Technology, Greater Noida.

  
**VICE CHAIRMAN**  
Mangalmay Group of Institutions

  
**IQAC Coordinator**  
Mangalmay Institute of Management & Technology

  
**PRINCIPAL**  
Mangalmay Institute of Management & Technology



# Mangalmai Institute of Management Technology Greater Noida (U.P.)



Mangalmai Institute of Management & Technology  
Greater Noida

## ENTREPRENEURSHIP AND BUSINESS DEVELOPMENT

Total Marks: 40 marks

Time Limit: 1 hour

Please fill in the required information before attempting the questions.

Name: Aditi Priya  
Roll number: 22443916

32  
40

### Instructions:

- Attempt all the questions.
- Write your name & enrolment number in the provided sections.
- Each of the questions is followed by 4 options. Select the best or most appropriate one & tick in the appropriate box.
- Each question carries 2 marks. Attempt all questions.
- Maximum time allotted for the examination is 1 hour.

### Questions:

1. Entrepreneurship can be defined as:
  - a. Owning a large corporation.
  - b. The process of identifying and creating new business opportunities.
  - c. Working for a stable, established company.
  - d. Managing risk for a financial institution.
2. Which of the following is NOT a common characteristic of successful entrepreneurs?
  - a. Fear of failure
  - b. Strong work ethic and dedication
  - c. Creativity and innovation
  - d. Risk-taking ability
3. Social entrepreneurship focuses on:
  - a. Maximizing profits for shareholders.
  - b. Solving social problems and creating positive societal impact.
  - c. Managing risk within a corporate environment.
  - d. Developing new technologies for large enterprises.
4. A good technique for generating business ideas is:
  - a. Copying existing successful businesses.
  - b. Identifying gaps in the market through research.
  - c. Focusing solely on your own passions, regardless of market demand.
  - d. Waiting for inspiration to strike without any proactive effort.
5. When assessing the feasibility of a business idea, it's important to consider:
  - a. Your personal interest in the idea, regardless of market potential.
  - b. The size of the target market and competition.



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- c. How much funding you can secure, even if the idea lacks market demand.
  - d. The technical feasibility of developing the product or service.
  6. A key component of a business plan is:
    - a. A detailed employee handbook.
    - b. A comprehensive financial forecast.
    - c. A daily schedule for the entrepreneur.
    - d. A list of personal goals for the business owner.
  7. Competitive advantage refers to:
    - a. Offering the same products and services as competitors.
    - b. Having a unique selling proposition that sets your business apart.
    - c. Following industry trends without innovation.
    - d. Lowering prices to undercut the competition.
  8. Market segmentation involves:
    - a. Dividing the market into smaller groups with similar needs.
    - b. Focusing on a single, broad target audience.
    - c. Selling products to anyone who is interested.
    - d. Prioritizing brand recognition over customer needs.
  9. Financial statements like the income statement and balance sheet help entrepreneurs:
    - a. Track their personal finances.
    - b. Understand the financial health of their business.
    - c. Manage risk without any financial analysis.
    - d. Secure funding without detailed financial projections.
  10. Bootstrapping is a funding option where entrepreneurs:
    - a. Secure funding from angel investors.
    - b. Use their own savings and personal resources.
    - c. Rely on bank loans with high interest rates.
    - d. Issue shares of the company to the public (IPO).
  11. Intellectual property rights protect:
    - a. A company's marketing strategies.
    - b. Original ideas and creations like inventions or designs.
    - c. Generic product names used by competitors.
    - d. Unfair business practices by competitors.
  12. Ethical considerations in entrepreneurship include:
    - a. Using deceptive marketing tactics to increase sales.
    - b. Prioritizing profits over environmental sustainability.
    - c. Treating employees fairly and ethically.
    - d. Offering products or services that could harm consumers.
  13. Quality management focuses on:
    - a. Maintaining a chaotic and unpredictable work environment.
    - b. Continuously improving processes and products.
    - c. Cutting costs at the expense of quality.
    - d. Ignoring customer feedback on product quality.
  14. Effective networking in entrepreneurship involves:
    - a. Attending industry events and connecting with potential partners and collaborators.
    - b. Avoiding professional interactions to focus solely on your own business.
    - c. Criticizing competitors' products and services at networking events.
    - d. Sharing confidential business information with new contacts.



15. An exit strategy for an entrepreneur might involve:
- a. Running the business indefinitely with no plans for transition.
  - b. Selling the business to another company (merger or acquisition).
  - c. Taking the company public through an Initial Public Offering (IPO).
  - d. All of the above.
16. Which of the following best defines entrepreneurship?
- A. The process of buying and selling goods
  - B. The act of starting new businesses, taking on financial risks in the hope of profit
  - C. The management of a large corporation
  - D. The implementation of government policies
17. Which of the following is a key characteristic of an entrepreneur?
- A. Preference for routine and stability
  - B. Aversion to taking risks
  - C. Innovative thinking and problem-solving skills
  - D. Reluctance to change
18. What is a business plan?
- A. A document outlining the operational, financial, and marketing strategies for a new business
  - B. A government form required to start a business
  - C. A list of employees and their responsibilities
  - D. A summary of daily business activities
19. Which of the following is considered a primary stage in business development?
- A. Maturity
  - B. Decline
  - C. Inception
  - D. Renewal
20. What is the purpose of market research in business development?
- A. To determine the legal structure of a business
  - B. To understand the target market, consumer needs, and competitive landscape
  - C. To hire employees
  - D. To set up accounting systems



**List of Beneficiaries:**

Sr. No.	Roll Number	Student Name	Registered
1	220992105009	ABHISHEK KUMAR THAKUR	Registered
2	220992105018	ADITI PRIYA	Registered
3	220992105023	ADITYA KASHYAP	Registered
4	220992105028	ADITYA SHARMA	Registered
5	220992105032	AJAZ ALAM	Registered
6	220992105035	AKASH	Registered
7	220992105040	AKHIL TIWARI	Registered
8	220992105046	AKSHAT GARG	Registered
9	220992105053	AMAN KUMAR	Registered
10	220992105055	AMAN KUMAR SINGH	Registered
11	220992105062	ANANYA KUMARI	Registered
12	220992105065	ANJALI	Registered
13	220992105068	ANKESH KUMAR SINGH	Registered
14	220992105071	ANKIT KUMAR MISHRA	Registered
15	220992105075	ANKITA ESTHER TOPPO	Registered
16	220992105083	ANSHU PANDEY	Registered
17	220992105090	ARATI KUMARI SINGH	Registered
18	220992105098	ARYAN YADAV	Registered
19	220992105104	ASHUTOSH KUMAR	Registered
20	220992105108	AYUSH KUMAR	Registered
21	220992105112	AYUSHA MAHAPATRA	Registered
22	220992105116	BISHAL CHOUDHARY	Registered
23	220992105127	DEVANSH SHANKAR	Registered
24	220992105131	DILKHUSH KUMAR	Registered
25	220992105137	FAIZ AHMAD	Registered



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26	220992105139	FIRDOUS ANSARI	Registered
27	220992105143	GAURAV	Registered
28	220992105163	HARSHITA	Registered
29	220992105165	HEMANT SINGH YADAV	Registered
30	220992105168	HIMANSHU BHATI	Registered
31	220992105175	HIMANSHU YADAV	Registered
32	220992105181	KANIKA KUMARI	Registered
33	220992105183	KANISHKA SIHANIYA	Registered
34	220992105188	KETAN CHOUDHARY	Registered
35	220992105198	KRISHNA VARSHNEY	Registered
36	220992105201	KUMAR AARYA	Registered
37	220992105204	KUNAL	Registered
38	220992105206	KUNAL KALRA	Registered
39	220992105212	KUSHAL KASANA	Registered
40	220992105220	MAJOR	Registered
41	220992105224	MANDAVI KUMARI SHAH	Registered
42	220992105228	MANSI MISHRA	Registered
43	220992105235	MEGHA GOSAIN	Registered
44	220992105240	MOHD KAIF	Registered
45	220992105244	MOHIT PAL	Registered
46	220992105254	NAVNEET RANA	Registered
47	220992105261	NIKITA	Registered
48	220992105265	NISHU SHRIVASTAV	Registered
49	220992105273	PAWAN KUMAR	Registered
50	220992105279	PRANYA SINGH	Registered
51	220992105281	PRASHANSHA S HABIL	Registered
52	220992105290	PRIYANSHU KUMAR	Registered



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		SHARMA	
53	220992105298	RAHUL KUMAR	Registered
54	220992105306	RAVI KANT RAJ	Registered
55	220992105313	RISHI RAJ	Registered
56	220992105321	ROHIT KUMAR	Registered
57	220992105330	SAHIL SINGH	Registered
58	220992105334	SAKSHAM SRIVASTAVA	Registered
59	220992105339	SAMARTH VERMA	Registered
60	220992105341	SAMEER RAJ SRIVASTAVA	Registered
61	220992105359	SHAKTI SINGH	Registered
62	220992105364	SHIKHA SINGH	Registered
63	220992105366	SHIV SUNDER KUMAR SAH	Registered
64	220992105372	SHIVANI	Registered
65	220992105377	SHRUTI MISHRA	Registered
66	220992105379	SIDDHARTH KUMAR GUPTA	Registered
67	220992105385	SOHAIL	Registered
68	220992105387	SONAL KUMARI	Registered
69	220992105402	SUMMY KUMAR	Registered
70	220992105406	SUNNY KUMAR JHA	Registered
71	220992105410	SURAJ YADAV	Registered
72	220992105417	TANMAY	Registered
73	220992105424	TAUFIQUE KHAN	Registered
74	220992105429	TUSHAR	Registered
75	220992105432	UJJWAL KUMAR SINGH	Registered
76	220992105436	UVESH SAIFI	Registered
77	220992105440	VANSHIKA SWAMI	Registered
78	220992105443	VIKAS DUBEY	Registered





79	220992105448	VINEET KUMAR SINGH	Registered
80	220992105457	WAJID WALI KHAN	Registered
81	220992105461	YASHASHVI SHARMA	Registered

**Status of beneficiaries for Add on - Certification Course on Entrepreneurship and Business Development**

Sr. No.	Roll Number	Student Name	Registered	Completed
1	220992105009	ABHISHEK KUMAR THAKUR	Registered	Completed
2	220992105018	ADITI PRIYA	Registered	Completed
3	220992105023	ADITYA KASHYAP	Registered	Completed
4	220992105028	ADITYA SHARMA	Registered	Completed
5	220992105032	AJAZ ALAM	Registered	Completed
6	220992105035	AKASH	Registered	Completed
7	220992105040	AKHIL TIWARI	Registered	Completed
8	220992105046	AKSHAT GARG	Registered	Completed
9	220992105053	AMAN KUMAR	Registered	Completed
10	220992105055	AMAN KUMAR SINGH	Registered	Completed
11	220992105062	ANANYA KUMARI	Registered	Completed
12	220992105065	ANJALI	Registered	Completed
13	220992105068	ANKESH KUMAR SINGH	Registered	Completed
14	220992105071	ANKIT KUMAR MISHRA	Registered	Completed
15	220992105075	ANKITA ESTHER TOPPO	Registered	Completed
16	220992105083	ANSHU PANDEY	Registered	Completed
17	220992105090	ARATI KUMARI SINGH	Registered	Completed
18	220992105098	ARYAN YADAV	Registered	Completed
19	220992105104	ASHUTOSH KUMAR	Registered	Completed
20	220992105108	AYUSH KUMAR	Registered	Completed



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21	220992105112	AYUSHA MAHAPATRA	Registered	Completed
22	220992105116	BISHAL CHOUDHARY	Registered	Completed
23	220992105127	DEVANSH SHANKAR	Registered	Completed
24	220992105131	DILKHUSH KUMAR	Registered	Completed
25	220992105137	FAIZ AHMAD	Registered	Completed
26	220992105139	FIRDOUS ANSARI	Registered	Completed
27	220992105143	GAURAV	Registered	Completed
28	220992105163	HARSHITA	Registered	Completed
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