

**AKPC Mahavidyalaya**  
**Add On Course on Entrepreneurship Idea for Start-Up**  
**Course Offered by – Commerce Department**  
**(15-05-2023 to 27-06-2023)**

**Course Coordinator: Dr. Jaba Rani Patta**

**Teachers Involve:**     **Dr. Jayanta Nandi**  
                                  **Dr. Jaba Rani Patta**  
                                  **Prabhash kumar Dey**  
                                  **Sujit Pal**  
                                  **Aparna Medda Santra**  
                                  **Ritwik Som**

**Course Duration: 36 Hours**

**Summary with Outcome:-**

AKPC Mahavidyalaya, has organised a 36 hours Add – on course on “entrepreneurship idea for start-up” from 01-06-2023 to 17-06-2023. This course had many speakers who discussed on varied topics such as various schemes offered by the MSME to promote start-ups in India; innovative and creative way of elucidating the concepts of invention, innovation and skill, through story lines, case studies and PowerPoint presentations; entrepreneurial support system and its ecosystem; the many hindrances that may come in the way while an individual plan to start his own business inclusive of risk bearing, peer pressure, ground working and much more; orientation to MSME grants that help young and budding entrepreneurs by giving a head start and being their helping hand in financial as well as emotional aspects; encouraging participants with real life examples to experience innovation and creativity; introduction to fundamental principal of entrepreneurship that an idea without a solution to the problems is not an entrepreneurial idea; familiarizing with the whole process of Registration and Licensing step by step; apprising the participants with many schemes like Aspire, Pradhan Mantri Kaushal Yojna and Women Entrepreneurship Platform (WEP), i.e., Women Entrepreneurs Platform which is established specially for women and inviting real entrepreneurs to share their success stories motivating students further. Participants were given a task to present a business plan on the innovation, creativity, viability of the generation of funds, approach to target markets and team coordination.

**COURSE DESIGN:**

UNIT	Duration(Hours)
Business idea generation, validation and Business models.	3
Entrepreneur skill sets.	3
Business venture types and registration process.	3
Statutory registration and compliance.	3
Statutory book keeping and understanding of financial statements.	3
Costing, pricing and techniques of cost reduction.	3
Marketing methods and techniques.	3
Digital marketing and social media promotion.	3
Income tax and compliance.	4
GST and Compliance.	4
Start-up's funding and growth techniques.	4

**Programme Outcomes**

1. To prepare the students for their successful Start – up of new business.
2. Acquire practical skills in idea generation and opportunity recognition.
3. Learn effective digital marketing and branding techniques for startups.

**Mode of Evaluation:**

After the completion of the course, written examination was taken for 100 marks. On the basis of Marks obtained for written examination. The results will be prepared. The gradation system for the declaration of results will be as follows:

**Grading Scale:**

Level	Excellent	Very Good	Good	Above Average	Average	Below Average	Poor	Fail
Grade	A+	A	B+	B	C	D	E	F
Marks range	90-100	80-89	70-79	60-69	50-59	40-49	33-40	0-32