

WHAT YOU'LL LEARN

Hone your creativity. Fine-tune your ideation. Sharpen your hard business skills. Break through career limitations.

You'll combine applied learning and hands-on experiences that go beyond your coursework—connecting with experienced entrepreneurs, investors and mentors who will make a lasting impact on your career. You'll also have the chance to participate in competitions that help you develop skills in pitching and presenting. You'll enter the business landscape with more than a graduate degree—you'll have the experience that gives it real-world credibility.

Event Brochure

Introduction to Entrepreneurship: Exploring Opportunities and Ideation

Learning Outcomes

At the end of the course, the students will:

- Develop awareness about entrepreneurship and successful entrepreneurs.
- Develop an entrepreneurial mind-set by learning key skills such as design, personal selling, and communication.
- Understand the DNA of an entrepreneur and assess their strengths and weaknesses from an entrepreneurial perspective.

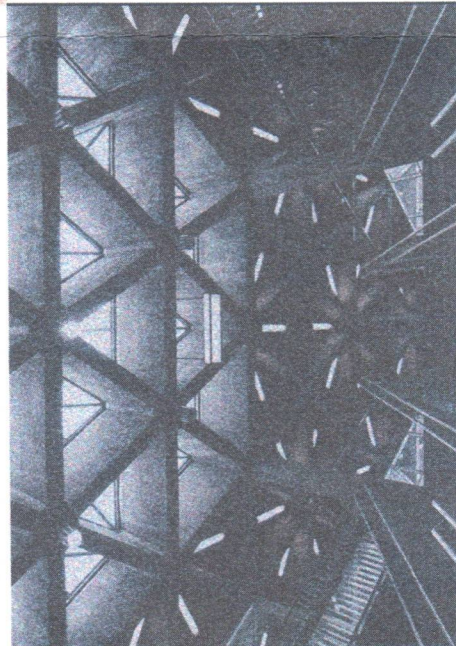


Principal
P.O.- Chittaranjan
Dist.- Paschim Bardhaman
West Bengal - 713331
Http://dbmcj.ac.in

dbmprincipal@rediffmail.com

Deshabandhu Mahavidyalaya

Chittaranjan



1. Unit -1: Entrepreneurship (5 hrs.)

- 1.1 Introduction
 - 1.1.1 Evolution of term 'Entrepreneurship',
 - 1.1.2 Concept 1.1.3 Functions and Need
- 1.2 Factors influencing entrepreneurship
 - 1.2.1 Psychological factors
 - 1.2.2 Social factors
 - 1.2.3 Economic factor
 - 1.2.4 Environmental factors
- 1.3 Why Entrepreneurship for You and Myths about Entrepreneurship
- 1.4 Advantage and Limitations of Entrepreneurship, Entrepreneurship – The Indian Scenario (Current scenario of Entrepreneurial activity in India)
- 1.5 Process of Entrepreneurship

2. Unit -2: Entrepreneur (5 hrs.)

- 2.1 Why be an Entrepreneur?
 - Characteristics of an entrepreneur
- 2.2 Types of Entrepreneurs
 - 2.2.1 According to Type of Business
 - 2.2.2 According to Use of Technology
 - 2.2.3 According to Motivation
 - 2.2.4 According to Growth
- 2.3 Types of Entrepreneurs (Contd...)
 - 2.3.1 According to Stages
 - 2.3.2 New generations of entrepreneurship viz. social entrepreneurship, Edupreneurship, Health entrepreneurship, Tourism entrepreneurship, Women entrepreneurship

ENTREPRENEURSHIP

TOTAL DURATION: 30 HRS

- 2.4 Competencies and characteristics, Entrepreneurial Values, Attitudes and Motivation
- 2.5 Intrapreneur: Meaning and Importance, Difference between Entrepreneur and Intrapreneur, Barriers to entrepreneurship.
- 3. Unit -3: Entrepreneurship Journey (5 hrs.)
 - 3.1 Idea generation.
 - 3.2 Feasibility Study and opportunity assessment
 - 3.3 Business Plan: meaning, purpose and elements
 - 3.4 Execution of Business Plan
 - 3.5 Execution of Business Plan (cond...)

4. Unit -4: Entrepreneurship as Innovation and Problem Solving (5 hrs.)

- 4.1 Entrepreneurs as problem solvers.
- 4.2 Innovations and Entrepreneurial Ventures – Global and Indian
- 4.3 Role of Technology – E-commerce and Social Media
- 4.4 Social Entrepreneurship – Concept
- 4.5 Risk-taking behaviour
- 5. Unit -5: Concept of Market, Business Finance and Arithmetic (5 hrs.)

5.1 Market Concept: Types, Micro and Macro Market Environment

- 5.2 Micro and Macro Market Environment, Market Research – Concept, Importance and Process, Marketing mix, MSME Act Small Scale Industries

5.3 Unit of Sale, Unit Price and Unit

- Cost – for, single product or service
- 5.4 Market Research - Concept, Importance and Process
- 5.5 Types of Costs - Start up, Variable and Fixed, Break Even Analysis - for single product or service

6. Unit -6: Resource Mobilization (5 hrs.)

- 6.1 Types of Resources – Physical, Human, Financial and Intangible.
- 6.2 Selection and utilization of human resources and professionals like Accountants, Lawyers, Auditors, Board Members, etc.

6.3 PROJECT WORK Students may work upon the following lines as a suggested flow chart:

Choose a title/topic



Collection of the research material/data



Organization of material/data



Analysing the material/data for conclusion



Draw the relevant conclusion



Presentation of the Project Work

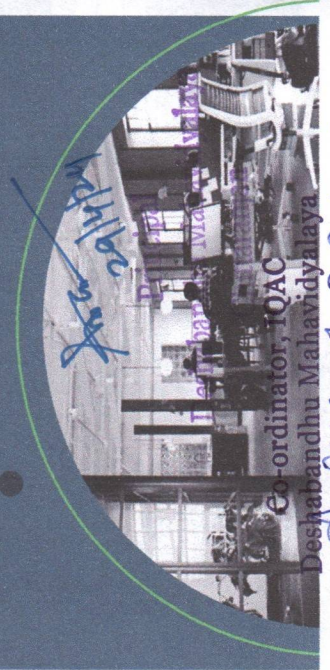
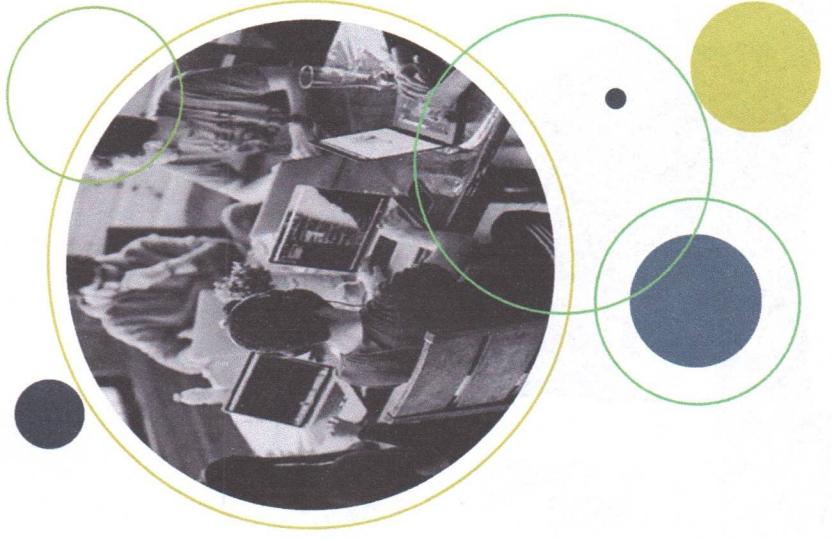
6.4. Viva-Voce

IPR COURSE

Are you a legal enthusiast, professional, or student eager to grasp the essentials of Intellectual Property Rights (IPR)? Dive into our Certificate Course on IPR Basics tailored for individuals seeking a solid foundation in patents, trademarks, copyrights and other such. Whether you're navigating the legal landscape or aiming to enhance your expertise, this meticulously crafted course offers comprehensive insights. With expert guidance, live sessions, and 10 informative modules, explore the world of IPR with clarity and practical applicability. Elevate your legal understanding—enroll now and embark on a journey into the fundamentals of Intellectual Property...

Event Brochure Intellectual Property Rights Essentials for Educators

Organised By:
Centre for Management and Development
IQAC
Deshabandhu Mahavidyalaya, Chittarnjan

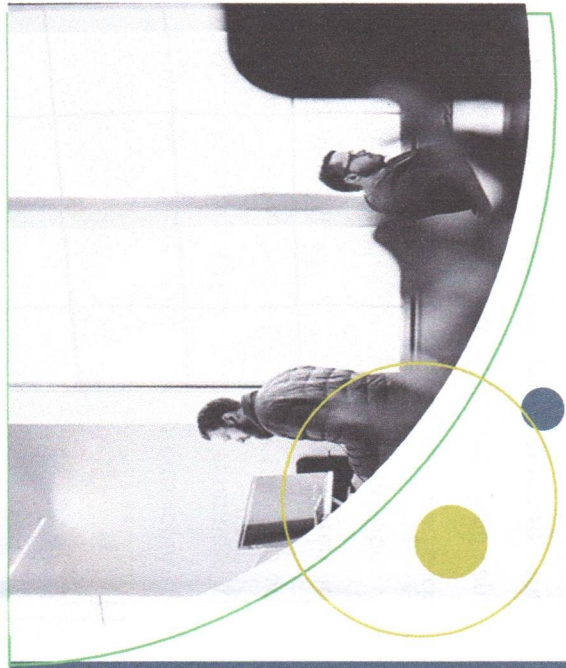
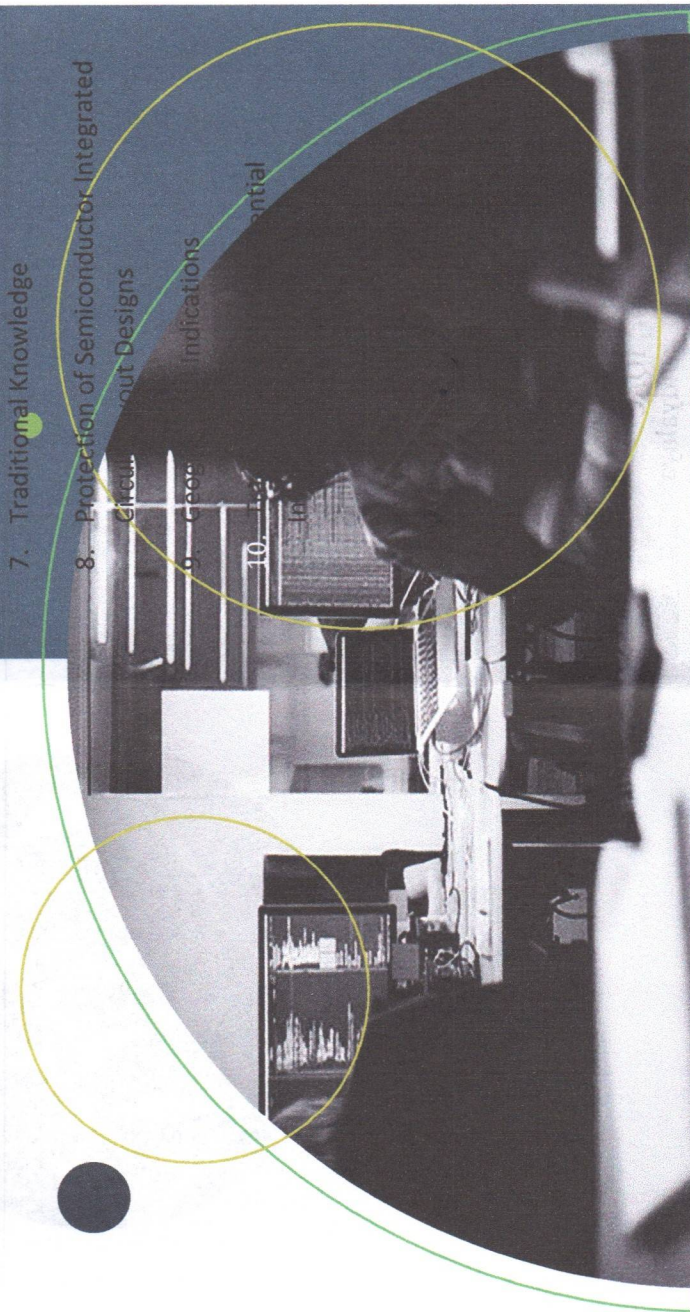


HEADLINE TITLE

COURSE SYLLABUS

1. Introduction to Intellectual Property Law
2. Fundamentals of Patent Law
3. Exploring Copyright Law
4. Fundamentals of Industrial Design Protection
5. Understanding Trademarks
6. Protection of Plant Varieties and Farmers' Rights
7. Traditional Knowledge
8. Protection of Semiconductor Integrated Circuit Layout Designs
9. Geographical Indications
10. Confidential

HEADLINE TITLE





SYLLABUS

1. Nature of Scientific Inquiry-Scientific Methods-Induction Deduction-Hypothesis and Theory and their Interpretation Nature and Scope of Social Research-Need for Multi-Disciplinary Inter-Disciplinary Approach in Commerce.
2. Planning of Research-Selection of a problem for Research Sample Design-Census and Sample Surveys-Sampling Techniques-Sample size.
3. Research Design-Important Aspects of Research Design.
4. Methods of Data Collection-Sources of data-Use of secondary data-Methods of collecting primary data-Observation Interviews Questionnaires and Schedules.
5. Processing and Analysis of Data: Processing Operations -Types of Analysis-Presentation and Interpretation of Data Editing, Classification and Tabulation-Interpretation.
6. Preparation of a Report-Types of Report-Research Report Format-Principles of Writing Reports-Documentation-Footnotes and Bibliography.
7. Quantitative Tools-Measures of Central Tendency-Dispersion Measures of Correlation-Simple and Multiple Correlation-testing of Hypothesis-Tests based on t-P, Z and Chi-square-Time Series Analysis-Trend Measurement-Moving Averages.

Vision

I. Extending value education among students

Mission

- I. To ensure and sustain improvement in quality education.
- II. To help increasing efficiency among students by imparting value-added education.
- III. To make students committed to society and adaptable to global changes.

Objectives

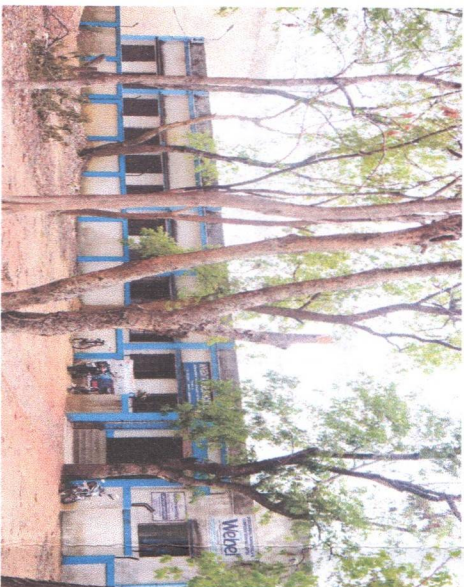
- I. To spread higher education in the remote locality
- II. To develop healthy relationship among students, teachers and society.



Course Outcome

The outcomes of a comprehensive introduction course on research methodology can vary depending on the specific goals and objectives of the course. However, here are some common outcomes that such a course might aim to achieve:

- Understanding of Research Principles
- Research Design Skills
- Data Collection Techniques
- Data Analysis Methods
- Critical Thinking and Evaluation
- Application to Real-World Problems



Event Brochure

Foundations of Research

Methodology: A Comprehensive Introduction

About Us

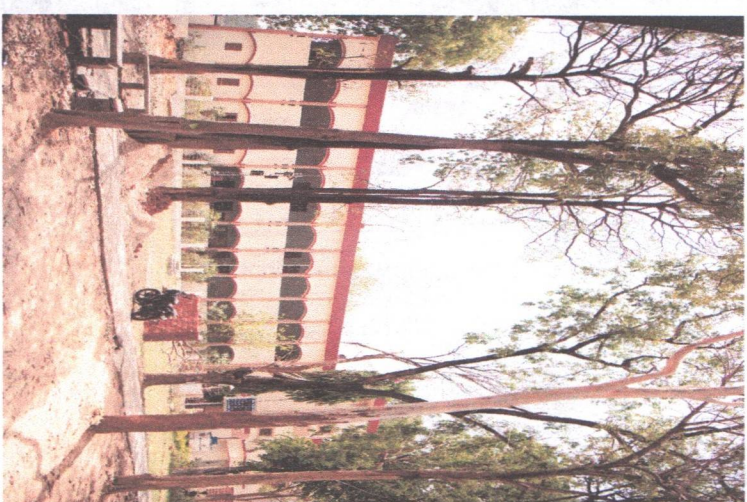
DeshabandhuMahavidyalaya, Chittaranjan was founded on 3rd September, 1973 under the aegis of Chittaranjan Locomotive Works, Hindustan Cables Ltd, Rupnarayanpur and a group of philanthropists of the area. Initially the college was affiliate of The University of Burdwan. Subsequently from the academic session 2015-16 the college has been affiliated to the newly established Kazi Nazrul University. Deshabandhu Mahavidyalaya, Chittaranjan has a glorious history of imparting higher education. It offers honours and general courses in science, humanities, commerce and also professional courses.

Contact Us

Phone: 03412525449

Email: dbmprincipal@rediffmail.com

Web: <http://dbmcri.ac.in>



DESHABANDHU MAHAVIDYALAYA

Established in 1973

Affiliated to Kazi Nazrul University, asansol

Signature
29/11/24
Principal

Deshabandhu Mahavidyalaya

DESHABANDHU Chittaranjan

MAHAVIDYALAYA

Chittaranjan

Co-ordinator, IOAC Chittaranjan

Deshabandhu Mahavidyalaya
Chittaranjan
13331

Signature
29/11/24

