



### RCETMBAAC001 - Entrepreneurship Development Program

#### Course outcomes:

- Students will have the knowledge both theoretical and practical about Entrepreneurship
- Students will have awareness and understanding on the Entrepreneurship as a career option.
- Students will be sensitized on the practical nuances of entrepreneurship
- Students will have an inclination towards entrepreneurial career

#### Syllabus:

##### UNIT-I

Entrepreneurship introduction, characteristics & functions, motivation for entrepreneurial thought, real-time influences, economic growth due to entrepreneurship, types in Entrepreneurship, present trends in business, market analysis, SWOT , Competitor analysis, environment scanning, Innovation and Innovation techniques

#### Activities : (II to V)

- Innovation through activities like DISRUPT-**II**
- One day activity such as One- day Venture-**III**
- Followed up review of the One-day venture activity.-**IV**
- Entrepreneurs & Experts talks-**V**