

**MAHATMA GANDHI UNIVERSITY
P. D Hills P.O. Kottayam, Kerala**

**ENTREPRENEURSHIP DEVELOPMENT PROGRAM
on**

“Recent trends, challenges and opportunities in innovations and start-ups”

Organised by

BUSINESS INNOVATION AND INCUBATION CENTRE (BIIC)

**on
03-07 May 2021**

Registration open

Last date 30th April 2021

COURSE DESCRIPTION

The Entrepreneurship Development Program (EDP) is designed as a webinar series for capacity building and equipping teachers/students/research scholars/others with skills and knowledge that are essential for developing and strengthening the entrepreneurial quality, and guiding/monitoring their progress towards entrepreneurship. After the completion of the programme the attendees get an opportunity to learn the effective principles and practices in entrepreneurship, to acquire the necessary managerial skills required to establish an industry or other enterprises and its implementation at the regional/state/national level.

COURSE SUMMARY

Training Mode	Online
Duration	03-07 May 2021
Target Group	Teachers/students/research scholars/others
Method of assessment	Participation and interaction in online classes
Coordinator	Dr. Radhakrishnan EK, Director, Business Innovation and Incubation Centre (BIIC), M.G. University Email: radhakrishnanek@mgu.ac.in , Mobile: 9847901149
Course Design	Dr. Chandana C, TBI Manager Business Innovation and Incubation Centre (BIIC) M.G. University Email: biicmgu2016@gmail.com , Mobile: 6238010959

How to apply

All the interested candidates are requested to submit the Google form Registration link <https://forms.gle/qJqxjXm3JrvyCA5C9>

Participants are also required to remit a registration fee of Rs. 500/- (for teachers) and Rs. 200/- (for students/research scholars/others)

Certification

On successful completion of the program, participants will receive e-certificates

Outcome

The 1-week program will equip the participants:

- ✓ To develop mindset, vision, strategy & structure for entrepreneurship
- ✓ To perceive and explore the opportunities by inculcating entrepreneurial values
- ✓ To promote and organize entrepreneurship oriented activities in their regions/institutions
- ✓ To start their own enterprises at regional/national/international level

COURSE STRUCTURE

Day 1		<i>3rd May</i>
Time	Sessions	Presenters
<i>Inaugural Session</i>		
10.00-12.00 pm	Introduction to Entrepreneurship (Perspective, basic concepts and principles)	Mr. Deepak Balachandran Strategic Advisor, MissionDesign
	Founder Mindset Ideation Activity	Mr. Rahul Mohandas & Mr. Vishal Desai Product Leaders & Founders - We Are Product
2.00-4.00 pm	Business Model Canvas (Developing and articulating an idea)	Mr. Deepak Balachandran
	Sample Lean Canvas Case Study & Assignment	Mr. Rahul Mohandas & Mr. Vishal Desai
Day 2		<i>4th May</i>
10.00-12.00 pm	Review of case study submissions	Mr. Rahul Mohandas & Mr. Vishal Desai
	Prototype, Design and Process Development for Business Model	
2.00-4.00 pm	Marketing and Sales	Mr. Deepak Balachandran
	Go To Market Planning & Case study assignment	Mr. Rahul Mohandas & Mr. Vishal Desai

Day 3		<i>5th May</i>
10.00-12.00 pm	Review of case study submissions	Mr. Rahul Mohandas & Mr. Vishal Desai
	Finance Basics in Start-up	Mr. Deepak Balachandran
2.00-4.00 pm	Successful start-up Founder	Ms. Mrinalini Shastry Founder, CEO Six Yards Plus
Day 4		<i>6th May</i>
10.00-12.00 pm	IP Management for Innovation and Startup	Dr. Law Wellman Asst. Professor Govt. Law College, Calicut
2.00-4.00 pm	Digital marketing tools & management	Mr. Abdul Latheef , Digital Marketing Strategist, Marketing Unitear.com, Facebook Lead Trainer India Grow Your Business
Day 5		<i>7th May</i>
10.00-12.00 pm	Earn While Learn Programme -National Educational Policy 2020	Dr. Abraham Mulamoottil President, Central Travancore Chamber of Commerce
2.00-4.00 pm	Panel Discussion with Innovation and Start-up Ecosystem Enablers	KSUM, K-DISC, MSME
4.00-4.30 pm	<i>Valedictory Function</i>	