

# Professional Certificate Course

on

## CREATING AND MANAGING NEW VENTURES

June 6 - 11, 2022



*Jointly Organized By*

# CALCUTTA BUSINESS SCHOOL

(A Unit of Shikshayatan Foundation)

and

# NITTTR KOLKATA



# Overview of the Course

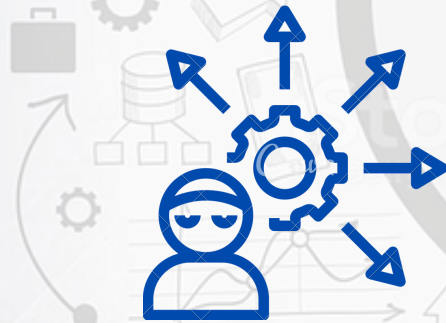
An individual who creates a new business, bearing most of the risks and enjoying most of the rewards is an entrepreneur and the process by which the business is set up known as entrepreneurship. The main characteristics of an entrepreneur lies in innovation, and bringing in new ideas, goods, services, and business/or procedures. However, there is a difference between Entrepreneurship and small business. Many consider a small business and an entrepreneurial venture as the same, but they are completely different. While a small business means an independent business with a smaller number of employees, with the intention of doing something which carries less innovation and low impact on the business environment, an entrepreneurial venture becomes successful when an organization pursues opportunities and new practices in order to have growth and profitability as its main goals. In Calcutta Business School, there has been a constant effort to create entrepreneurs through regular training and developmental programmes, through workshops. We have created a Centre of Excellence where we always motivate our students to learn, create projects and share their ideas along with the esteemed experts.



# Course Description



This course is meant to provide both theoretical as well as maximum practical inputs to students who are interested in either setting up their own enterprises immediately after graduating or set up enterprises after acquiring some experience in an established firm. An attempt has been made to cover, in a comprehensive manner, the most important aspects of the processes that are essential to the creation of enterprises and those that are critical for their sustenance once they have achieved some degree of stability. After attending this Course, the students may go through an advanced course about how to progress in Entrepreneurship, how to start meaningful ventures by customized skilling and learning programs, through a Startup Lab exclusively developed at CBS as CBS Incubation Centre.



## Course Outcome

The course has been designed to train students to think like entrepreneurs and equip them with the expertise required to create and manage new ventures. Specifically, the students will learn to:

- Generate business ideas
- Conduct Feasibility Study
- Prepare a business plan
- Analyse and develop marketing strategies
- Understand and Coordinate the Legal Processes to be carried out for starting the new venture
- Identify and develop financial strategy
- Build organisation and develop systems to manage the venture
- Knowledge about Intellectual Property Rights
- Application of Time Management Skills

 **Class Schedule :** 10.30 am - 5.30 pm; Total Number of Hours: 28 Hours

# Course Module

DAY No	Session 1 (10:30 - 11:45 AM)	Session 2 (12:00 - 1:15 PM )	Session 3 (2:15 - 3:30 PM)	Session 4 (3:45-5:0 PM)	Session 5 (5:00- 5:30 PM)
1	Generating A Business Idea	Idea Creation and Feasibility Study for a Business Plan	Understand and Analyze the feasibility of the generated idea	Teething Issues of Promoting and Marketing the Venture	Q & A or Assessment
2	Identifying the Legal and Commercial Aspects to Start the Venture	Accounting & Auditing in Startups	Documentat ion Required for a Startup	Financial Issues to Be Considered for a Startup	Q & A or Assessment
3	Innovation and Startup policy 2019	Approach to Problem Solving and Decision Making	Branding and Trademark	Usefulness of Patent	Q & A or Assessment
4	IP Licensing and Use of IP Policies for Startup	Time Management	Machine intelligence for engineering innovations	Humanistic Entrepreneur	Q & A or Assessment
5	Strategic management issues	Legal and Commercial Aspects of Startup Ventures	Tax compliance of Startups	Why Trademark is Necessary and How to obtain	Q & A or Assessment
6	Discussion on Questionnaire Preparation	Meet The Entrepreneur : Live Experience Sharing	Valedictory Session		



➔ **Venue:** Calcutta Business School, Diamond Harbour Road Opp. Nilgiri Cinema Hall, Bishnupur, Kolkata-743503

➔ **For whom the course:**

- PhD Research Scholars
- Faculty Members
- Corporates

➔ **Admission Criteria :**

- Participants would be selected based on their overall profile and credentials.
- Admission based on first come first serve basis

➔ **Participation Fees\* :**

1. PhD Research Scholars	:	Rs. 1,000.00
2. Faculty Members	:	Rs. 2,000.00
3. Corporates	:	Rs. 4,000.00

\*GST applicable as per actuals

➔ **Bank Payment Details:**

Online payment of the fees using PAY FEES ONLINE link on our website [www.calcuttabusinessschool.org](http://www.calcuttabusinessschool.org) or you can make payment via NEFT in our account Details for NEFT/RTGS :

- Account Name: Calcutta Business School
- Account Number: 440010100106092
- Bank: Axis Bank Ltd.
- Branch: Amtala Branch
- IFSC Code: UTIB0000440

➔ **Accommodation**

- A) In case the participants stay in the Campus, the Room Charges will be Rs. 1500/- per day for Single Occupancy and Rs 800/- per day for Twin Sharing.
- B) The food charges will be extra as per the Canteen Charges

➔ Classes to be taken by Faculties from both CBS Kolkata and NITTTR, Kolkata

➔ **Intake Capacity :** Maximum intake capacity per batch will be 60 participants

➔ **Assessment and Certification:**

**Components of Evaluation:**

There will be evaluation of the learning through practical assessments and group presentations.

➔ **Certification:** Participants will be awarded a 'Certificate of Completion' jointly by NITTTR and CBS after successfully meeting the Evaluation and requisite Attendance criteria



# CALCUTTA BUSINESS SCHOOL

(A Unit of Shikshayatan Foundation)

Diamond Harbour Road, Bishnupur-743503,

24 Parganas (South), West Bengal

Ph. : 033-2420 5200, Telefax : 033-2480-9612

Website : [www.calcuttabusinessschool.org](http://www.calcuttabusinessschool.org)

For registration, click here:

**REGISTER NOW!**

## Coordinators



Dr Pinaki Ranjan Bhattacharyya

Calcutta Business School, Kolkata

☎ 94332 55126

@ pinakirb@calcuttabusinessschool.org



Dr. S.K.Naskar

NITTTR, Kolkata,

☎ 9432319816,

@ sknaskar@nitttrkol.ac.in



**National Institute of Technical Teachers' Training & Research, Kolkata**

(An Autonomous Institute under the Ministry of Education, Govt. of India)

राष्ट्रीय तकनीकी शिक्षक प्रशिक्षण एवं अनुसंधान संस्थान, कोलकाता

(भारत सरकार, शिक्षा मंत्रालय के अधीन एक स्वायत्त संस्थान)



## NATIONAL INSTITUTE OF TECHNICAL TEACHERS' TRAINING AND RESEARCH

Kolkata: Block-FC, Sector-III, Saltlake City,

Near Labony Busstand,

Kolkata 700106, West Bengal