

COURSE OUTCOME (In Drive)

SYLLUBUS (In Drive)

Certificate Program: Venture Management

Details regarding the course

1. Name of the course: Venture Management
2. Duration: 6 months (30 days)
3. Fee: Rs. 2500

Objective:

To develop young BBA aspirants into professional managers who can contribute to the growth of Business and industry.

To nurture entrepreneurial skills among young generation and make them effective change agents.

To encourage students to turn into entrepreneurs.

To contribute towards better management practices in the country and the world by offering quality management education.

Motto: Be a job provider rather than a job seeker.

Module 1: Business Organization

Nature and scope of Business, Forms of business, Types of organizational structure, Departmentalization: Centralization and Decentralization and Business promotion **(5 hours)**

Module 2: Opportunities in Business

Identification of business opportunities for small business: Business plan preparation: screening of project ideas; Environment scanning: Institutions supporting small business enterprise, Government regulatory framework for small business. **(10 hours)**

Module 3: Financing of Business and Listing I'm Stock Exchanges

Methods of raising finance and listing in stock exchanges **(3 hours)**

Module 4: Computer skills and Digital Marketing