



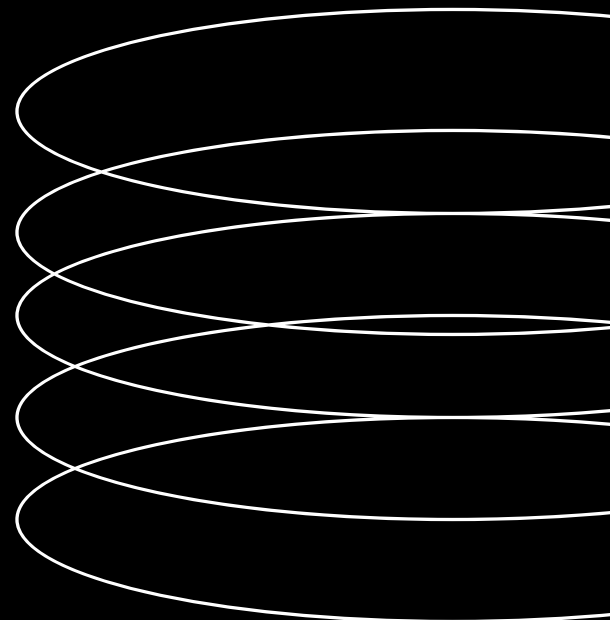
VASITVA ACADEMY

# How to start an **ENTREPRENEURSHIP**



A STEP-BY-STEP GUIDE

Starting a new new business? Find out where to begin and how to achieve success.



# SYALLABUS TOPICS & OBJECTIVES



Starting a new new business? Find out where to begin and how to achieve success.



# TOPICS & OBJECTIVES

1. Entrepreneurial Opportunities & Enterprise Creation
2. Sensing Entrepreneurial Opportunities
3. Environment Scanning
4. Problem Identification
5. Spotting Trends
6. Creativity and Innovation
7. Selecting the Right Opportunity

- Understand the concept and elements of business opportunity
- Understand the process involved in sensing opportunities
- Give the meaning of environment scanning - To understand the need to see the
  - environment
- Enlist the various forces affecting business environment  
Understand the different fields of ideas
- Enlist the various sources of idea fields
- Understand the process of transformation of ideas into opportunities
  - Explain the meaning of trend spotting
- Understand the concept of opportunity assessment
- Explain the meaning of trend spotting
- Identify the different ways of spotting trends
- Differentiate the process of creativity and innovation



# Planning

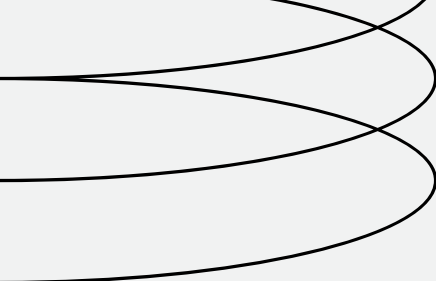
1. Forms of Business Entities- Sole proprietorship, Joint Stock Company, etc.
2. Business Plan
3. Organizational
4. Operational and production
5. Financial
6. Marketing Plan
7. Human Resource Planning
8. Creating the Plan
9. Formalities for starting a business
  - Understand the concept of entrepreneurial planning
  - Understand the forms of business enterprise
  - Distinguish among the various forms of Business enterprise
  - Explain the concept of Business plan
  - Appreciate the importance of a Business Plan
  - Describe the various components of Business plan
  - Differentiate among the various components of Business plan



# Marketing

1. Goals of Business; Goal Setting. SMART Goals
2. Marketing and Sales strategy
3. Branding - Business name, logo, tag line
4. Promotion strategy
5. Negotiations - Importance and methods
6. Customer Relations
7. Employee and Vendor Management
8. Quality, Timeliness and Customer Satisfaction
9. Business Failure – Reason

- Understand the goal setting and SMART goals
- Enlist the various marketing strategies used in a firm
- Explain the concepts of Product, Price, Place and Promotion Understand the concept of Branding, Packaging and Labelling Describe the various methods of pricing.
- Explain the various channels of distribution
- Appreciate and discuss the various factors affecting the channels of distribution
- Understand the sales strategy
- State the different types of components of sales strategy
- Enumerate the different tools of promotion
- Understand the meaning and objectives of Advertising

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- Able to discuss the various modes of Advertising
  - Will be able to understand the concept of personal selling and sales promotion
  - Discuss the various techniques of sales promotion
  - Understand the meaning and methods of negotiation
  - Understand the concept of customer relationship management
  - 
  - State the importance of Customer Relationship Management
  - Explain the concept of management in a firm
  - Explain the concept and importance of vendor management in a firm
  - Explain the factors for effective employee relationship
  - Explain the various reasons for business fail



# Growth Strategies

1. Franchising

2. Merger and Acquisition

3. Moving up the Value Chain and Value Addition

- Understand the concept of growth & development of an enterprise
- Explain the concept of franchise
- Explain the different types of franchise
- Explain the advantages and limitations of franchise
- Understand growth of a firm is possible through mergers and acquisitions
- Explain the different types of mergers
- State the meaning and types of acquisitions
- Understand the reasons for mergers and acquisitions
- Understand the reasons for failure of mergers and acquisitions
- Explain the concept of value addition
- Describe the different types of Value Addition
- State the meaning of value chain
- Discuss the Porters Model of Value Chain
- Understand the requirements for value chain management



# Arithmetic

1. Unit of Sale, Unit Cost, Unit Price for multiple products or services
2. Break Even Analysis for multiple products or services
3. Importance and use of cash flow projections
4. Budgeting and managing the finances
5. Computation of working capital
6. Inventory control and EOQ
7. Return on Investment (ROI) and Return on Equity (ROE)

- Understand the concept of Unit Cost
- Understand the concept of unit price
- Calculate Break-even point for Multiple products
- Understand the meaning of inventory control
- Understand the meaning of Economic Order Quantity
- Enumerate the meaning of cash flow projection
- Explain the concept of working capital
- Understand the terminologies- financial management and budgets
- Calculate Return on Investment
- Explain the concept of Return on Equity





# Resource Mobilization

1. Angel Investor
2. Venture Capital Funds
3. Stock Market - raising funds
4. Institutions
5. Specialized Financial Institutions

- Understand the need of finance in the Business
- Understand the various sources of funds required for a firm
- Understand the methods of raising finance in primary market Understand the importance of secondary market for mobilization or resources
- Give the meaning of stock exchange
- Raising funds through financial markets
- Understand the relevance of stock exchange as a medium through which funds can be raised
- Understand the role of SEBI
- Explain the concept of angel investors
- Explain the concept of venture capital
- Explain the role played by IDBI, SIDBI, IFCI, NABARD, IIBI, SFC, TFCI, SIDC

HOW TO BE A ENTREPRENEUR

# ENQUIRY

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