



National One Week Workshop
on
Entrepreneurship Development

Online - Mode



11-17 October 2020

PACIFIC BUSINESS SCHOOL

(Affiliated by Rajasthan Technical university, Kota)

Chitrakut Nagar, Phase - I, Near P.F. Office, Bhuwana
Udaipur (Raj.) 313002

About Workshop

Entrepreneurship Development is gradually becoming very significant in various areas of economic development. Innovative start-ups and new enterprises act as a catalyst for the economy. Novel opportunities and market gaps are identified and resources are allocated to them to produce something new and useful. The need of the hour is to develop effective policies to cater to the new challenges such that the modern day problems can be solved. The workshop focuses on the basic and advanced approaches of entrepreneurial development and how it can be imbibed to the participants. The pedagogy aims on the skills necessary for entrepreneurship and successfully managing it. The planning, development and initiation of the innovative ventures stage wise will be inculcated to the participants. The areas covered include the foundations of entrepreneurship development along with tools and techniques for creative and innovative thinking. The important role of intellectual property along with the types will be discussed. The development of business models along with the budget and finance issues will be taken up by the experts. Besides, researches in these areas will also be part of the discussion.

Objectives

The course has the objective of introducing the participants with fundamental of entrepreneurship development so that they can understand the requirements and challenges in this area. The applied aspect of this workshop will be the practical sessions where they can apply this knowledge in decision making. Following are the key learning objectives of this workshop:

- To understand the concept of Entrepreneurial Development
- To understand the main components of Entrepreneurship Development;
- To understand the relationship between innovation

and entrepreneurial development;

- To understanding the theories of innovation and entrepreneurial development;
- To know the various techniques of innovation and promoting entrepreneurial culture.

Course coverage

Concept of entrepreneurship, Entrepreneur, Manager, Intrapreneur, Characteristics of a successful Entrepreneur,

Entrepreneurial functions, Entrepreneurial types, Other Classifications, Matching situational requirements & types entrepreneur,

- Women entrepreneurship;
- Entrepreneurship in India: Historical Review Factors inhibiting Entrepreneurship Development,
- Rural Entrepreneurship;
- Leadership; Concept, definition, types, theories of Leadership
- Micro, Small and Medium Enterprises;
- Schemes of Incentives and Supports;
- Micro Small and Medium Enterprises;
- Entrepreneurship Development in India, EDP: concept, definition, needs, objectives;
- Leading Entrepreneurship Development Institutes in India,
- Self Help Group (SHG)
- Promotional agencies for entrepreneurship;
- Venture Capital;
- Business Opportunities Analysis & Identification,
- Legal Requirements for Establishing a new Industrial Unit,
- Sources of Finance; Commercial Banks, Development banks, Insurance companies, NBFCs,
- Project formulation and management; Project Planning, Project Report, Preparation of Project Report, Steps in Preparation of Project Report, Contents of Project Report, Project Management, small Enterprise Management.

For Whom

The workshop is open for students, research scholars, professionals, executives and entrepreneurs who have interest in understanding entrepreneurship development and related aspects. At every stage of life, entrepreneurial attitude matters a lot and can be beneficial for the participants.

Pedagogy

The workshop would be a mix of lecture; practical sessions such as brainstorming; case studies and experience sharing between participants and resource persons.

Key benefits

After attending this workshop the participants will be able

to understand the challenges, prospects, issues, concerns, opportunities, legal and procedural issues of entrepreneurship development and related issues.

Duration and Dates

The workshop will be of 7 days from 11-17 October 2020.

Timings 4:00 pm to 7.00 pm

Resource Persons

Resource persons for this programme will be the experts from industry and academia both. Eminent experts in the field from the institutions of repute and reputed central and state universities have given their consent to act as the resource persons. Besides, itself has some of the best teachers in this area who will be engaging classes in this programme.

Dates to Remember

Date of Registration : October 5, 2020

Date of Payment (DD Submission) : October 10, 2020

Registration Fee

Category	Registration fees	Category	Registration fees
Businessmen & Entrepreneur	₹ 500	Academician	₹ 300
Corporate Delegates	₹ 500	Students / Research Scholar	₹ 200

Payment Mode

Registration Fee can be paid by Demand Draft in favor of **Pacific Business School** payable at Udaipur. The DD should be sent along with the Registration Form as per the dates mentioned.

Programme Facilitators

Dr. Shankar Choudhary

Organizing Secretary
9672978039

Prof. Dipin Mathur

Director
Pacific Business School
9414374423

Note : Online codes will be sent on registered mobile numbers and email IDs of participants

About PACIFIC BUSINESS SCHOOL

Established in 2009, Pacific Business School ranked amongst the top business schools in India. Spotting the potential going minds and building capabilities worthy of an entrepreneurial manager is the raison d'etre for the institute. The institutes offer two year P.G. Programme leading to Master's degree in Management (MBA) awarded by Rajasthan Technical University, Kota to create an ensemble of excellence.

A robust interface with Industry is ensured through guest lectures, industry training opportunities. A symbiotic relationship is encouraged between the industry and the

academia through a mutual exchange of practical and theoretical aspects of management knowledge. PBS with the most advanced configuration such as Wi-Fi enabled campus, Multimedia interactive classrooms, IT lab with latest configuration, and extensive library with a comprehensive collection of books, journals and magazines offer several opportunities for students to undertake faculty directed independent research and project and much more.

To build managerial skill through real life experience is the hallmark of the institute's standards and has now created a

unique place in the educational world.

- The institute has to its credit the heritage of Teaching Support from BSE, AIMA, SPSS, E-4 Development, Regular Seminar and Workshops, Regular Student Development Programmes etc. All these efforts are undertaken to ensure complete personality development of our students, leading to creating of successful managers.
- A robust interface with industry is ensured through guest lectures, industry visit and industry training opportunities.



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Udaipur (Raj.) 313002

Delegate Registration Form



Pacific Business School

National One Week Workshop on Entrepreneurship Development

Online - Mode

October 11-17, 2020

Name of Participant : _____

Category : _____

Designation: _____ Place: _____

Contact Number: _____ Alternate Number: _____

Email ID : _____

Demand Draft No.: _____ Name of Bank : _____

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Pacific Business School, Udaipur
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Certificate of Participation

This is to certify that

Prof./Dr./Mr./Ms.-----

of

has participated in the 7 Days National Workshop on "**Entrepreneurship Development**"
from 11-17 October, 2020.

Dr. Shankar Choudhary
Organizing Secretary

Prof. Dipin Mathur
Director
Pacific Business School