

ENTREPRENEURSHIP DEVELOPMENT PROGRAM (EDP)

Starting a small business and making it a success requires hard work, focus and commitment. It is very difficult even for experienced professionals to start their own venture, what to speak of beginners. Ideas and money are not constraints - having the know-how to start a sustainable business is. Today there is an urgent need among potential entrepreneurs for learning how to start and grow a business profitably.

This unique program by **CampCorp™** is designed for budding entrepreneurs who have the passion and willingness to start their own venture. It is conceived as an experiential learning activity and enables students to practice such activities as researching markets for new products/service ideas, producing a business plan with projected financial statements, and identifying resources to implement the plan. Students get familiar with the characteristics and motivation of successful entrepreneurs.

Entrepreneurship Development Program (EDP) serves the needs of budding entrepreneurs who have a business idea and are keen to convert it into a sustainable business. This program will assist them in acquiring the knowledge, skills and attitude for realizing their our dream of becoming a successful entrepreneur. They get an opportunity to network with entrepreneurs, venture capitalists, marketers, service providers and others from the entrepreneurial ecosystem. Entrepreneurs in the early stages of setting up their venture will also find this program very useful.

Program Features

- This is the first program for budding student entrepreneurs in India
- The program is specifically defined to serve the needs of start-up entrepreneurs
- The teaching emphasis is focused on start-up management aspects
- The Program is business neutral
- The program offers scope for rich learning through continuous interaction among participants

Program Deliverables

- Acquire the entrepreneurial business creation mindset
- Identify critical success factors for starting and managing a new business venture
- Learn the essentials of managing and growing your start up business - Strategy for profitable growth, marketing & selling the product/service, managing working capital, operationalising the Start-up, negotiating, team building
- Develop your Business Plan/Project Report for Venture Capitalists, investors, partners
- Interact with entrepreneurs to understand the challenges and rewards of being an entrepreneur

Modules	Duration (Hrs)
General Management	8 hrs
Elements of Entrepreneurship	8 hrs
Professional Selling Techniques	8 hrs
Business Metrics (Balanced Scorecard)	4 hrs
Basic HR	4 hrs
Elements of a Business Plan	4 hrs
Managing Family owned business	4 hrs
Project Work	8 hrs