



# Master Certificate in Entrepreneurship & Small Business Management



Duration : 6 months



Key Modules

- Introduction to Entrepreneurship
- Business Economics, Enterprise Development
- Organisation and Human Resources Management
- Accounting and Financial Management
- Strategic Management
- Marketing Management
- Sales Strategies & eCommerce
- Different Types of Selling

Career difference  
**through**  
Educational  
**Excellence**



# Master Certificate in Entrepreneurship & Small Business Management

## Objective

Master Certificate in Entrepreneurship & Small Business Management is designed for professionals who seek to set up their own business in dynamic world. This specialized course helps students to broaden their skills, deepen their knowledge and increase professional value to have maximum flexibility in future career options.

## Overview

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| <b>Duration</b>     | 6 months   |
| <b>Core Modules</b> | <ul style="list-style-type: none"> <li>● Introduction to Entrepreneurship</li> <li>● Business Economics, Enterprise Development</li> <li>● Organisation and Human Resources Management</li> <li>● Accounting and Financial Management</li> <li>● Strategic Management</li> <li>● Marketing Management</li> <li>● Sales Strategies</li> <li>● Different Types of Selling</li> <li>● Managing Sales Workforce</li> </ul> |

## Structure

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| <b>Introduction to Entrepreneurship</b>   |
| <ul style="list-style-type: none"> <li>● Introduction to Entrepreneurship/Opportunity Recognition</li> <li>● Rules and Regulation for setting up SME in India</li> <li>● Legal and Risk Management Requirements of Small Business</li> <li>● Action Planning and Management for a New Business Venture</li> <li>● Building, Presenting and Executing a Business Plan</li> <li>● Leadership for Entrepreneurs</li> </ul> |

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| <b>Business Economics, Enterprise Development</b> |
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- India's Industrial Policy & economic development
- Project feasibility analysis & Business Plan preparation
- Starting an enterprise
- Technology sourcing & selection
- General management principles and functions

### **Business Operations**

- Operations function across a range of business types
  - Service based vs. Product based
- Interdependence of key operational functions
- Operational and strategic challenges
- Optimizing operations for the business environment

### **Organisation and Human Resources Management**

- Organisation design and structure
- Human resources selection and induction
- Inter-personal relations
- Leadership, Communication and Motivation
- Stress Management
- Industrial relations & labour laws
- Team building
- Time management
- Organizational culture

### **Small Team Management**

- Staff selection
- Induction and training
- Team development and career planning
- Team Motivation

### **Accounting and Financial Management**

- Fundamentals of accounting
- Management and cost accounting
- Working capital management
- Capital budgeting
- Sources of finance

### **Strategic Management**

- SWOT Analysis
- Strategic analysis
- Strategy development and implementation
- Strategic alliances
- Balanced Score Card
- Strategic change & flexibility

### **Enterprise Risk Management**

- Overview of Enterprise Risk Management
- Different categories of risks and key factors for successful mitigation
- Current practices in risk management.
- Determining Risk Impact and Probability.
- Principles for evaluating inherent risk

### **Marketing Management**

- Marketing challenge and opportunities
- Market measurement and segmentation
- Marketing Planning
- Marketing Mix
- Product attributes, branding & packaging
- Pricing
- Distribution channels
- Advertising & sales promotion
- Personal selling
- Sales force management
- Services marketing
- Rural marketing
- Consumer Protection Act

### **Sales Strategies**

- An Excellent Sales Approach
- The Seven Secrets of Selling
- Sales Strategies that Fail
- The Importance of Words

### **Different Types of Selling**

- Strategic Selling and Buyers Influence
- Planning your Calendar to Achieve Sales Goals and Build a Sales Pipeline
- Retail (Face-to-Face) Selling

- Relationship (Consultative) Selling
- Hypnotic Selling and Hypnotic Sales Models
- Characteristics of Different Selling Models, Types and Structures

#### **Managing Sales Workforce**

- Giving and Receiving Sales Feedback
- Evaluating Sales Representatives during Visits
- Customer Service Training for Representatives
- Sales Force Effectiveness
- Sales Performance Management
- Recruiting and Interviewing Sales Applicants

**\*\* Above Curriculum is Sample Only. Please Contact Your Academic Counsellor For An Updated Curriculum**