



KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
NANJANAPURAM, ERODE – 638 107

KASC ACADEMY OF EXCELLENCE

Academic Year 2020-2021
VALUE ADDED COURSE ON

STARTUPS FOR SMALL BUSINESS



COURSE CONTENT

- ❖ Entrepreneurship
- ❖ Business Opportunity Guidance
- ❖ Feasibility Study
- ❖ Business Plan Preparation
- ❖ Government support
- ❖ Leadership ,
- ❖ Management of business,
- ❖ Business ethics

COURSE DURATION

Theory - 40 Hours

ORGANIZED BY

Department of Management Science (PG)

Dr. N. RAMAN
PRINCIPAL,

KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
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COURSE OUTCOMES

On Completion of this course the students will be able to

- ❖ Describe the basic traits necessary for becoming an entrepreneur.
- ❖ Identify business opportunities and conduct a feasibility study.
- ❖ Understand the importance of a business plan and support provided by Government and other non-governmental organizations
- ❖ Heighten the awareness of developing emotional intelligence
- ❖ Equip themselves in building rapport and being ethical towards society
- ❖ Nurture the entrepreneurial qualities

FOR WHOM

All the UG Students

CO ORDINATOR

Dr. V.G.Sumathy

Assistant Professor

Department of Management Science (PG)

