



# ENTREPRENEURSHIP ESSENTIALS

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Department of Multidisciplinary  
IIT Kharagpur

**TYPE OF COURSE** : Rerun | Elective | UG/PG

**COURSE DURATION** : 12 weeks (24 Jan' 22 - 15 Apr' 22)

**EXAM DATE** : 23 Apr 2022

**INTENDED AUDIENCE** : All students with education up to higher secondary can take up this course.

**INDUSTRIES APPLICABLE TO** : All start-ups, companies in emerging technology domains, companies adopting 'corporate entrepreneurship', professionally managed companies.

**COURSE OUTLINE :**

The course provides foundational knowledge on various aspects of entrepreneurial venture creation and management during its life-cycle. It has been designed to address multidisciplinary audiences. The objective of the course is to teach key issues faced by entrepreneurs and managers at different stages of the life-cycle of an enterprise and is relevant both for aspiring entrepreneurs and for decision makers in established enterprises.

**ABOUT INSTRUCTOR :**

Prof. Manoj K Mondal, Assistant Professor, Rajendra Mishra School of Engineering Entrepreneurship IIT Kharagpur, is a senior financial professional, an academician and an innovator with several patents to his credit. He has received several laurels for his innovations including gold medal for Best Innovation (2008) awarded jointly by Lockheed Martin, Stanford University, University of Texas at Austin USA and FICCI India, and the best innovation award by Ministry of Chemicals & Fertilizers (2014). Dr. Mondal is presently teaching entrepreneurship at IIT Kharagpur and has been mentoring many aspiring entrepreneurs for more than a decade.

**COURSE PLAN :**

**Week 1:** Introduction

**Week 2:** Mission, vision, entrepreneurial qualities – I

**Week 3:** Competitive advantage

**Week 4:** Marketing management 1

**Week 5:** Introduction to financial statements

**Week 6:** Business plan-I

**Week 7:** How to innovate

**Week 8:** Government incentives for entrepreneurship

**Week 9:** Cost, volume, profit and break-even analysis

**Week 10:** Funding new ventures bootstrapping, crowd sourcing,

**Week 11:** Do's & Dont's in entrepreneurship

**Week 12:** Human Resource management in startups