



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (SM)/ PGDM (M)
2017-19 Batch

Course Title: Entrepreneurship Orientation Program

Course Code: CP-GM02

Learning Outcomes:

- To appreciate the concept of Entrepreneurship.
 - To evaluate ideas for business venturing.
 - To develop an entrepreneurial mindset.
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- Certifying agency: *NIESBUD/PM YUVA Yojna*
 - **Course outline (Syllabus):**
 - What is Entrepreneurship, Entrepreneurship styles
 - Why join an E-cell
 - Communication skills
 - Design Thinking
 - Personal Selling
 - Risk and Resilience
 - Self-discovery
 - Idea Generation and Evaluation
 - Building an entrepreneurial mindset
 - Effectuation
 - Lean Startup
 - Value Proposition and Customer Discovery
 - Prototyping and MVP
 - Attendance rules: *Self-study basis. Monitoring.*
 - Evaluation components: *Online assignments, meeting timelines and presentations.*