

PTM2 - ENTREPRENEURSHIP AND BUSINESS PLANNING (Practical Training Module Level-1)

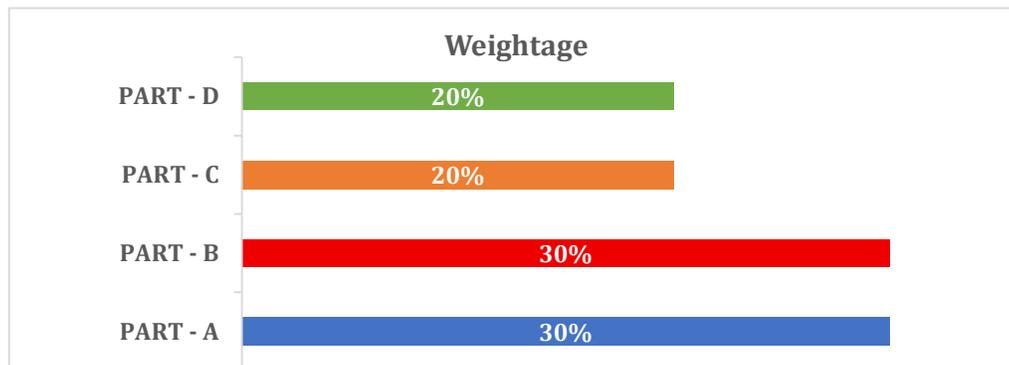
OBJECTIVE

This practical training module is designed to transform accounting graduates into entrepreneurial thinkers equipped with cutting-edge business acumen. By bridging theoretical knowledge with real-world application, the program aims to cultivate strategic planning competencies, financial modeling expertise, and innovative problem-solving skills essential for launching successful ventures in today's dynamic business landscape. Participants will master the complete business development lifecycle - from opportunity identification and market validation to financial forecasting and investor pitching - while gaining hands-on experience with contemporary tools including AI-powered analytics platforms, blockchain-based contracting systems, and digital financial modeling suites. The module emphasizes action-based learning through simulated business environments, ensuring graduates can immediately apply their skills in startup creation, corporate innovation roles, or financial advisory services.

LEARNING OUTCOMES

- Develop comprehensive business plans with market research, financial projections, and operational strategies
- Master financial modeling techniques using Excel and business intelligence tools
- Apply lean startup methodologies to validate business concepts
- Create professional investor pitch decks and deliver compelling presentations
- Conduct effective market analysis using traditional and digital tools
- Evaluate funding options and understand investment terms
- Establish proper legal structures and compliance frameworks
- Design performance tracking systems with key metrics dashboards
- Prototype and test business ideas through minimum viable products
- Demonstrate entrepreneurial decision-making through business simulations

SYLLABUS CONTENTS



THEORETICAL COMPONENTS

PART - A

1. IDEATION & VALIDATION

- Market gap analysis techniques
- Lean canvas vs. traditional business models
- Customer discovery interviews

PART - B

2. FINANCIAL PLANNING

- Startup cost estimation
- 3-year financial projections
- Break-even analysis methods

PART - C

3. LEGAL & OPERATIONAL SETUP

- Business registration pathways
- IP protection basics
- Vendor/supplier contracts

PART - D

4. Pitch Development

- Investor psychology
- Deck structure optimization
- Q&A handling techniques

PRACTICAL DELIVERABLES

- Conduct 10 customer interviews
- Complete 3 lean canvas iterations
- Competitor SWOT analysis report

- Build financial model (Excel/Google Sheets)
- Create cash flow dashboard
- Funding requirement pitch

- Draft memorandum of understanding (MoU)
- File dummy business registration
- Compliance checklist

- Create 10-slide pitch deck
- Record 3-minute elevator pitch
- Mock investor panel session