



Chennai Business School  
Learning for the real world

## ENTREPRENEURSHIP MANAGEMENT

A candidate who has completed his/her graduation from a recognized university with a minimum score of 60% is eligible. Prior work experience is not mandatory. The course is planned in a manner that ensures that candidates do not need to possess any prior knowledge of accounts or commerce.

### **What's different about this course?**

- Preparation of business plan for a product or service
- Opportunities to interact with entrepreneurs who have started successful business ventures
- Opportunities to interact with venture capitalists in case the business is ready to be incorporated
- Incubation facilities will be available for students who start-up their business immediately after completion of the Program

The Entrepreneurship courses will broadly have the following courses:

- Advanced Financial Management
- Financial Statement Analysis
- Brand Management
- Services Marketing
- Sales and Distribution Management
- New Product Development
- B2B and Key Account Management
- Leadership and Managerial Effectiveness
- Project Management
- Competency Mapping
- Investment Banking
- Company Law
- Corporate Taxation
- Performance Management
- Compensation Management
- Competency Mapping
- Social Media Marketing
- Rural Marketing
- Business Analytics