



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:

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