



# SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

An Empowered Autonomous College | Under Savitribai Phule Pune University  
Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | COLLEGE with Potential for Excellence

## Centre for Innovation and Entrepreneurship

Name – Project Campus Entrepreneur (Pre-Incubation Program)

### UG Curriculum

PROGRAM	BA	BA(Hon)	B.Com	B.Com(Hon)	M.Com	MA - Eng	MA- Eco	MA- Psy
Tick ✓								

SEMESTER	1	2	3	4	5	6	7	8
Tick ✓								

SPECIALIZATIONS									
BA	Eco	Eng	Psy	Gen					
Tick ✓									
BCOM	Costing	Banking	Entrep	MKT	Fin & Acc	Mgt Acc	HRM	Bus Analytics	Gen
Tick ✓									

<b>Name of Board of Studies</b>	Centre for Innovation and Entrepreneurship
<b>Name of the Department</b>	Centre for Innovation and Entrepreneurship
<b>Name of Head of Department</b>	Dr. Sharayu Bhakare
<b>Title of the Course</b>	Project Campus Entrepreneur (Pre-Incubation Program)
<b>Course Code</b>	CIE01
<b>Type of Course (New / Revised)</b>	New
<b>Number of Credits</b>	3

Course Outcomes
1. Students get multiple opportunities to hone their skills and explore themselves as future entrepreneurs.



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2. The students will be able to develop entrepreneurial and intrapreneurial acumen for developing ideas and starting their businesses.
3. The courses will enable learners to apply fundamental and contemporary knowledge in creating and building their ventures.
4. The course will enable students to understand and unleash their creativity and innovative thinking and equip them with the ability to apply it.
5. The students will be able to analyse the business environment, write business plans and be able to pitch the idea before potential investors.

## DETAILS OF SYLLABUS

UNIT NUMBER	DETAILS	NUMBER OF HOURS
1	<ul style="list-style-type: none"><li>• Spark your creativity -workshop</li><li>• Opportunity identification workshop</li><li>• Ideation session and presentation</li><li>• Mentoring Session (Alumni mentor)</li><li>• Follow up session</li></ul>	10
2	<ul style="list-style-type: none"><li>• Consumer behaviour and Market research session</li><li>• Mentoring Session (Alumni mentor)</li><li>• Product development, pricing, and Packaging</li><li>• Design Thinking Workshop</li><li>• Session on Equity holding.</li><li>• Follow up session</li></ul>	10
3	<ul style="list-style-type: none"><li>• Understand the Legal Aspects of Business</li><li>• Progress Evaluation</li><li>• Validating Ideas</li><li>• Follow-up session with mentor</li></ul>	8
4	<ul style="list-style-type: none"><li>• Digital Marketing</li><li>• Financial Management session</li><li>• Session on 'How to Pitch Your Idea'.</li><li>• Business model canvas workshop</li></ul>	9
5	<ul style="list-style-type: none"><li>• Follow-up session with mentor</li><li>• Mentoring Session</li><li>• Final Evaluation Session</li></ul>	8
	<b>Total</b>	45



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## Reference List

Prof. Dr. Sharayu Bhakare  
Name and Sign of Head