



Centre for Advanced Studies in Social Science and Management (CASSM)
CU Chandigarh Campus, Sector-38 A

StartUps and Entrepreneurship (21st – 26th July 2025)

The course on Startups and Entrepreneurship is designed to equip aspiring entrepreneurs with the knowledge and skills necessary to launch and manage successful ventures. The program typically covers essential topics such as business planning, market analysis, funding strategies, and legal considerations. Participants learn to identify viable business opportunities, develop sustainable business models, and navigate the challenges of starting and growing a business. Such courses often include practical components like case studies, mentorship, and project work to provide hands-on experience.

Course Code	Course Name	L	T	P	S	C	CH	Course Type
	StartUps and Entrepreneurship	6	0	3	6	1	15	Professional Course
Pre-requisite	None							

DAY-WISE SCHEDULE

Days	Topic to be Covered	Duration
Day 1	Introduction to Entrepreneurship and Business Planning	2 Hours
Day 2	Business Model Development and Strategy	2 Hours
Day 3	Legal and Financial Foundations for Startups	2 Hours
Day 4	Branding, Marketing, and Digital Presence Product Development, Sales, and Customer Acquisition	2 Hours
Day 5	Operations Management and Business Growth	2 Hours
Day 6	Funding, Pitching, and Investment Readiness	2 Hours

***3 hours of practical's**

Upon completion, individuals are better prepared to embark on entrepreneurial endeavors or contribute innovatively within existing organizations.

PROGRAM COORDINATOR

Name of the Mentor	Contact Number	Email Id	Teaching & Industry Experience (in Yrs.)
Prof. Manmeet Kour Bali	9873604260	manmeet.t1891@cumail.in	20+ Years