

Start Your Business Online

“

Gain the confidence to establish and grow your own brand in an online world. Enroll today & learn skills that matter.

”



Introduction to the course

“There’s never been a better time to start a business”

- this has become a common buzz today.

Needless to say, technology has opened doors to opportunities, which we couldn’t even dream of about a decade ago. At the most foundational level, it has enabled us to communicate our ideas smoothly & create impactful businesses.

However, it is not very uncommon that people feel intimidated by the complexities of starting an online business, & hence they wait for an ideal moment to start their entrepreneurial journeys. In many cases, the ideal moment never arrives or even if it does, people tend to succumb to the initial challenges they face while establishing and communicating their brand.

Hence, we have curated this 15 days course specially for budding entrepreneurs, graduates, students pursuing graduation in various fields to make them future-ready. This course will cover the prerequisites of starting an online business, practical training of the skills needed to communicate better & fundamental training of digital marketing for scaling.

What’s In the Course?



35+ interactive training sessions



Practical Training of complex concepts



Mentor Feedback

45 hours

45+ hours of online training



Case Study Discussions



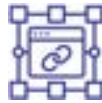
Group exercises



Some Hands-on Skills which you will learn



Copywriting Essentials



Website Building



Graphic Design Essentials



E-commerce Management



Market Research Foundations



Digital Marketing Fundamentals

Minimum Qualification

The course is intended for students/professionals having the following minimum qualification -

- Complete or ongoing Bachelor's degree in the field of engineering, business, arts, commerce, communication and similar related fields
- Conversational understanding of spoken and written English

Course Fee

An all inclusive course fee for this comprehensive course is INR 15,000 + GST.

Ideal students for the course

01.

The ones with a learning mindset- If you have the zeal to learn new things from each session you attend, we've got the tools to train you.

02.

The would-be creatives- If you are someone who is keen to walk an extra mile to make their work matter, we will teach you how to make it meaningful.

03.

The ones who are finding it difficult to make the first move- If you have an idea, we've got the guidance & experience to help you go beyond your apprehensions & begin your online journey.

04.

Meeting the minimum qualification- As presented earlier, to ensure comprehension, students should meet the minimum qualification criterion

Instructors

Mr. P.K Arora

Senior Advisor, NIESBUD

A Banking Professional with a vast experience of over 30 years highly recognized for his deep understanding of banking procedures, financial understanding and guidance.

Mr. D.K Singh

Chief Consultant, NIESBUD

Has a total work experience of over 25 years in the field of Training and development. He is recognized as an expert in Training and Cluster development and management.

Mr. BS Sajwan

Chief Consultant, NIESBUD

Has a total work experience of over 15 years in the field of Entrepreneurship Development, has worked exhaustively in promoting entrepreneurship. Is widely known for counselling, mentoring and handholding budding Entrepreneurs.

Shubham Tomar

CEO, Knot for Profit

An international development specialist, excelling in brand and strategy for public policy. He has more than 10 years of experience in working with organisations like United Nations Development Program, Harvard Kennedy School and others. To know more, click [here](#)

Vanshika Bhatia

Media and Creative Analyst, Knot for Profit

With a background in business administration and marketing, Vanshika builds brands on social media. In addition, she also works with latest design softwares to produce beautiful and creative visuals for clients. Her passion lies in bringing the latest design and marketing trends in the non profit sector. To know more, click [here](#)

Module 1: Introduction to the world of Marketing

Objective: To provide the candidates fundamental knowledge about Marketing & how it is different in an online world.

Entrepreneurship Journey, through digital learning!

Content	Specifics	Duration
<i>Introduction to the course & Marketing Foundations</i>	What is Marketing- really & What can they expect from the course?	1 hour
<p><i>Why do you want to be an entrepreneur? List the advantages?</i></p> <ul style="list-style-type: none"> ·What is Entrepreneurship ·Importance of Entrepreneurship ·Quality of Entrepreneurship ·Entrepreneurship motivation ·Behavioral Experience, ·Opportunity Identification 	<p>Be my own boss</p> <p>Have a flexible lifestyle</p> <p>Explore myself</p> <p>Explore a new domain of work</p> <p>Work on things that matter to me</p> <p>Create wealth</p> <p>Create jobs for others</p>	
<i>Marketing Research Foundations</i>	Some important concepts such as competitor's analysis, Funnels, Customer Journey Mapping	1 hour
<i>What is your competence? Do you need to work on your competence or skill</i>	<p>What are the functional skills you possess?</p> <p>What areas or domains of knowledge do you possess?</p> <p>What kind of work do I love doing?</p> <p>What are your strongest behavioral traits?</p> <p>What drives you to be an entrepreneur?</p>	This is a self-exploration exercise. May be given as a homework to ensure the same doesn't take too many hours from the syllabus
<i>Digital Marketing Introduction & Foundation</i>	Marketing in an Online World- introduction to the types of media & components of Digital Marketing	1 hour

<p><i>What are the resources you have to start your business?</i></p> <p><i>If resources are nonexistent, what will you need?</i></p>	<p>Examples can be, Network, Access to loan fund, Skills and knowledge</p>	<p>This is a self-exploration exercise. May be given as a homework to ensure the same doesn't take too many hours from the syllabus</p>
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Module 2: Support pillars of an online business

Objective: This module aims to teach some important creative skills that can immensely support the candidates to run their business online.

Content	Specifics	Duration
<i>Introduction to Graphic Design</i>	Principles of Design with reference to a website	1 hour
<i>Introduction to Copywriting</i>	What is copywriting, how to write a copy to which people relate & Copywriting formula.	1 hour
<i>Activity</i>	Candidates will practically create a Customer Journey Map, because it is important for the following modules.	1 hour

Module 3: Practical demonstration of support pillars

Objective: To make the candidates aware of certain tools that can help them in establishing an online presence.

Content	Specifics	Duration
<i>Live demo - Canva/ Adobe</i>	Candidates will be shown how to create 2 types of creatives.	1 hour
<i>Prerequisite of starting an online business</i>	What all answers/resources they need to have & introduction to the major platforms.	1 hour

<p><i>Target Audience, the following are the questions to be answered</i></p>	<p>Who is your target customer?</p> <p>What are the needs of this customer?</p> <p>What are the problems of this customer?</p> <p>What other products or services does your target customer spend money on without thinking?</p> <p>What new products / services can you create and offer to meet the, desires and challenges of your target customer?</p>	<p>Classroom session to be taught leading to BMC – Business model canvas</p>
<p><i>Live Copywriting practice, with reference to the customer journey map created in previous module</i></p>	<p>The candidates will be given three situations to write their copy & they have to submit their entries.</p>	<p>1 hour</p>

Module 4: Introduction to Search Engine Optimization

Objective: The candidates will be introduced to the fundamentals of SEO, which can help them make their online store rank better on Google and other search engines.

Content	Specifics	Duration
<p><i>SEO Foundations for your online store</i></p>	<p>To introduce the concept of Search Engine optimization and how they can integrate it with their online store.</p>	<p>1 hour</p>
<p><i>On-Site SEO for E-commerce store</i></p>	<p>Practical explanation with the tools that can be used.</p>	<p>1 hour</p>
<p><i>Off-Site SEO for E-commerce</i></p>	<p>Practical explanation with the tricks that can be used.</p>	<p>1 hour</p>

What would be the ideal business model for your venture?

S No.	Parameters	Desired
1	Customer Focus – B2B vs. B2C	
2	Product Nature – High Value vs. High Volume	
3	Organization Nature – Solo, Micro, SME, Corporate	

4	Sales Channel – Offline vs. Online. What will be percentage that needs to be achieved by online	
5	Technology – What will be used, google maps, CRM's, or WhatsApp or online marketing	
6	Competitive Advantage – Cost centric, Product Centric, Service Centric, Sales Centric	

Module 5: Introduction to the E-Commerce Giant - Amazon

Objective: To create a viable business model using bank and scheme support

Content	Specifics	Duration
<i>How to Create your business plan – Preparation of Business plan DPR and Reports</i>	Brain Storming Session of Identification of Business plan and how to create DPR	1 hour
<i>Registry of Udyog Aadhar, GST and Application of Bank loans, Mudra loan, PMEGP Loan.</i>	Candidates will be practical learn about the registration process for Business registration	1 hour
<i>Procedure and formalities for Bank Finance /Business Enterprise. Govt Sponsored Schemes and Loans (PMEGP, Mudra Loan) details Session</i>	Brief session for Govt Schemes and Loans formalities	
<i>Support Eco- System Schemes</i>		
<i>Enterprise Management</i>	To learn management of Enterprise	1 hour
<i>Foundations of setting up an Amazon store</i>	Live demo- how is an Amazon Store created	1 hour
<i>Amazon Marketing</i>	Some important things to consider from marketing, Branding perspective, Things to avoid	1 hour
<i>Quiz for the topics till now</i>	To be created on Google form. 30 Questions. Testing practical knowledge	1 hour

Module 6: Build it with Shopify/ Wordpress

Objective: The candidates will be trained to create their online store on a CMS

Content	Specifics	Duration
<i>Build a Shpofy/WP Store-1</i>	How to design a store	1 hour
<i>Build a Shopify/WP Store-2</i>	Diving deep into the design of the store & exposure to Whaatsapp for business	1 hour
<i>Marketing on the platform</i>	SEO application & latest trends of the platform	1 hour

Module 7: Introduction to the World of Content

Objective: To help candidates understand how they can build a content strategy for their online business.

Content	Specifics	Duration
<i>Content Marketing</i>	Content Strategy, How & where to choose the right topics	1 hour
<i>E-Commerce related Content Inspiration</i>	Live demo- Brands rocking this space, followed by discussion of the observations.	1 hour
<i>Blog writing for E-Commerce</i>	Some important tips & basic seo instructions	1 hour

Module 8: Email Marketing- Is it important?

*Objective:*To introduce the candidate with the fundamentals of e-mail marketing & how they can incorporate it into their online store.

Content	Specifics	Duration
<i>Email Marketing Fundamentals</i>	Through this module the candidates will learn the basic concepts of email Marketing & if it is relevant for their business.	1 hour

<i>Email Marketing for E-Commerce</i>	What are the various ways they can use email in e-commerce & choice of platform for email marketing.	1 hour
<i>Activity</i>	Draft an email - with reference to the customer journey map + Create a visual element using the tool taught.	1 hour

Module 9: Social Media Marketing

*Objective:*Through this module, the candidates will learn about the fundamentals of Social Media Marketing & Selling on Social Media.

Content	Specifics	Duration
<i>Introduction to Social Media Marketing</i>	Steategy, channels to be chosen, building a content calender, Community	1 hour
<i>Selling on Social Media</i>	Its relevance & how to go about it.	1 hour
<i>Quiz</i>	It will test practica; knowledge, till module 9.	1 hour

Module 10: Introduction to Instagram

*Objective:*To deliver the basic understanding of the platform & how it can be used for e-commerce.

Content	Specifics	Duration
<i>Instagram Marketing</i>	Introduction to the platform & how to set up an optimized account	1 hour
<i>Instagram for E-commerce</i>	Is it important for your business? How to go about it & future of Instagram for e-commerce	1 hour
<i>Instagram Insights & Tricks</i>	How to analyze instagram insight?	1 hour

Module 11: Introduction to Facebook

Objective: To deliver the basic understanding of Facebook as a platform & how it can be used for selling.

Content	Specifics	Duration
<i>Facebook Marketing</i>	Getting to know the platform- What works- then vs now	1 hour
<i>Facebook for E-Commerce</i>	Is it important for your business ; How to go about it & New features that can help businesses.	1 hour
<i>Facebook Business Suite & Insights</i>	Live demo- dashboard	1 hour

Module 12: Basic understanding of other platforms

Objective: To introduce the trainees to the other platforms that can be used for marketing.

Content	Specifics	Duration
<i>Youtube for E-Commerce</i>	Relevance and Some good practices.	1 hour
<i>LinkedIn Marketing</i>	Relevance and Some good practices.	1 hour
<i>Understanding Quora, followed by quiz</i>	Basics of Quora Marketing	1 hour

Module 13: Introduction to Influencer Marketing & trends.

Objective: To make candidates familiar with the idea behind choosing the right influencer for their business & some trends that they need to keep in mind.

Content	Specifics	Duration
<i>Influencer Marketing for E-commerce</i>	How to go about it?	1 hour
<i>Latest Social Media Trends</i>	Trends & where to find them?	1 hour

Module 14: E-Commerce Management

Objective: To understand the management of a working e-commerce store.

This will help in revising some concepts learned during the course

Content	Specifics	Duration
<i>E-Commerce Supply Chain Management</i>	Platforms that make it possible- shiprocket	1 hour
<i>Some other channels to sell online</i>	Flipkart, Myntra, Whatsapp & Paytm	1 hour

Module 15: Comprehensive Examination

Objective: To evaluate the understanding of the students from the course

Content	Specifics	Duration
<i>E-commerce focused</i>	Practical Assessment	1 hour
<i>Digital Marketing focused</i>	Practical Assessment	1 hour
<i>Tools/ Tricks focused</i>	Practical Assessment	1 hour

About NIESBUD

The National Institute for Entrepreneurship and Small Business Development is a premier organization of the Ministry of Skill Development and Entrepreneurship, engaged in training, consultancy, research, etc. in order to promote entrepreneurship and Skill Development. The major activities of the Institute include Training of Trainers, Management Development Programmes, Entrepreneurship-cum-Skill Development Programmes, Entrepreneurship Development Programmes and Cluster Intervention.



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