



NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)

Re-Accredited by NAAC & ISO 9001:2015 Certified
Affiliated to Bharathiar University, Coimbatore
Pollachi, Tamil Nadu.

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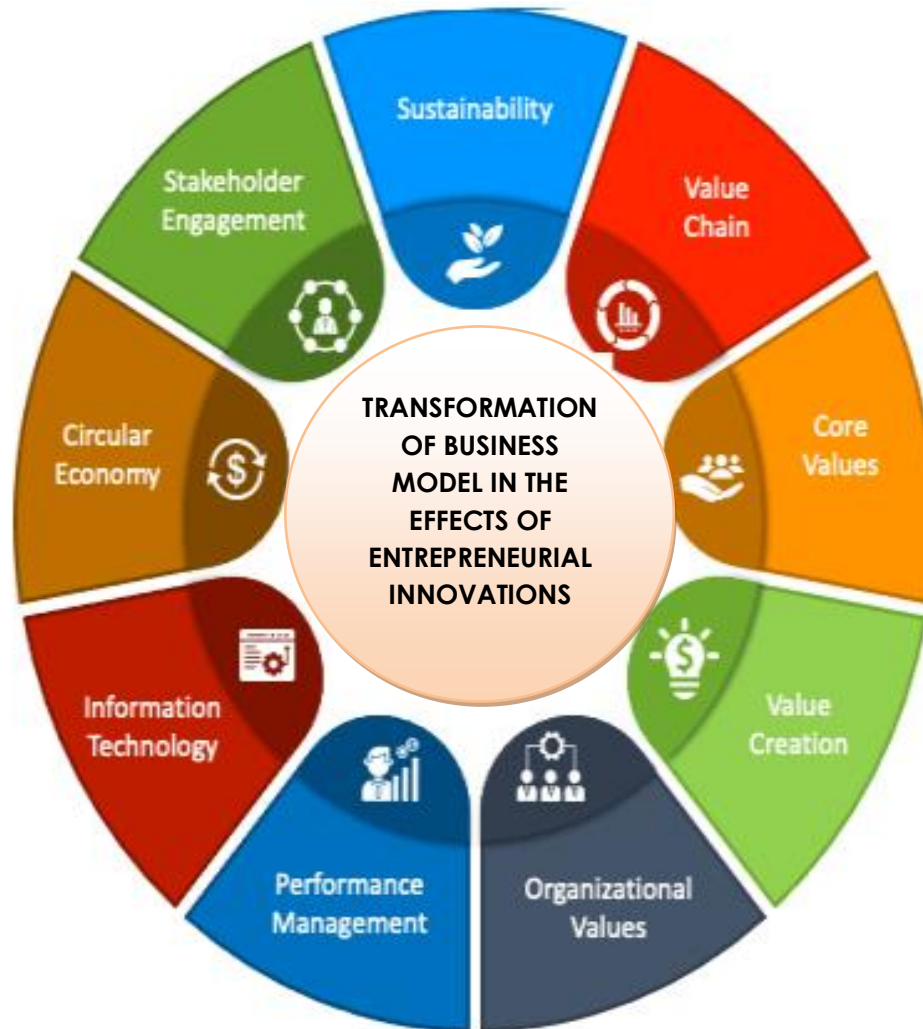
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U.G.DEPARTMENT OF COMMERCE-BPS (S.F)

VALUE ADDED COURSE

TRANSFORMATION OF BUSINESS MODEL IN THE EFFECTS OF ENTREPRENEURIAL INNOVATIONS



HISTORY

The U.G. Department of Commerce - Business Process Services was established in the year 2014. This industry integrated, unique three years full time B.COM - BPS degree programme focuses on developing proficiency in commerce and business processes.

VISION

“Our dream is to excel in quality education to make the students academically superior and acquire corporate level knowledge to work in any situations by providing the quality education.”

MISSION

“Our department provides quality education of global standard by updating the curriculum in regular intervals with the corporate bodies to make the students, academically strong with realized spirit of adventurous sociality committed and culturally rich citizens”.

VALUE ADDED COURSE - *TRANSFORMATION OF BUSINESS MODEL IN THE EFFECTS OF ENTREPRENEURIAL INNOVATIONS*

INTRODUCTION

In the rapidly changing landscape of business, entrepreneurial skills are becoming increasingly essential for success. The "Transformation of Business Model in the Effects of Entrepreneurial" course explores the dynamic impact of entrepreneurial thinking on traditional business models. As technology and globalization continue to reshape industries, understanding entrepreneurial principles is crucial for thriving in today's competitive market.

SCOPE OF COURSE

The "Transformation of Business Model in the Effects of Entrepreneurial" course offers a comprehensive examination of the intersection between entrepreneurial mindset and business model evolution. Participants will explore key concepts such as innovation, adaptation, and risk-taking, laying the groundwork for entrepreneurial success. Through case studies and practical exercises, participants will learn how to identify opportunities for innovation and adapt existing business models to capitalize on emerging trends.

NATURE OF COURSE

Duration: 30 hours (conducted during post-college hours)

Level: Certificate

Eligibility: Graduation

Credit: 2 additional credits

OBJECTIVE OF THE COURSE

- Understand the transformative power of entrepreneurial thinking on business models
- Learn strategies for identifying and capitalizing on business opportunities
- Develop skills for innovation and adaptation in dynamic market environments
- Cultivate an entrepreneurial mindset conducive to business growth and sustainability
- Enhance personal branding and professional reputation as an entrepreneurial thinker

OUTCOME OF THE COURSE

This value-added course is designed to equip students with the knowledge and skills needed to thrive in today's entrepreneurial landscape. By completing this course, students will:

- Gain insights into the transformative effects of entrepreneurial thinking on business models
- Develop the ability to identify and leverage opportunities for innovation and growth
- Cultivate an entrepreneurial mindset characterized by creativity, resilience, and adaptability
- Enhance their career prospects by demonstrating proficiency in entrepreneurial skills and principles
- Stand out in the job market as forward-thinking professionals capable of driving business success

WHO CAN TAKE UP THIS COURSE?

- Any interested student may take up this value added course for additional credit.

BENEFITS FOR STUDENTS

- Gain a competitive edge in the job market by mastering entrepreneurial skills and principles
- Enhance career prospects by demonstrating proficiency in innovation and adaptation
- Develop the mindset and capabilities needed to navigate dynamic market environments with confidence
- Build a strong personal brand as a forward-thinking and innovative professional
- Access new opportunities for career advancement and business success

JOB ROLES

- Entrepreneurs
- Business Owners
- Start-up Founders
- Innovation Managers
- Business Development Specialists
- Marketing Strategists
- Product Managers
- Consultants