



Presents

FOUNDATION COURSE ON

# BUSINESS LAW FOR ENTREPRENEURS

6th April, 2024- 28th April, 2024

LET THE ENTREPRENEUR IN YOU SHINE!



Register now as an early bird offer for just-\*

- INR ~~2500~~ 2000/- for Students and

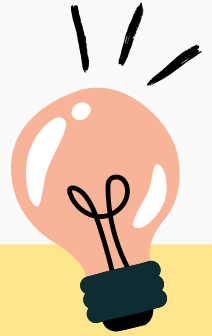
- INR ~~3000~~ 2500/- for Professionals

avail the offer by 11:59 pm, March 10th, 2024

For more details, visit: [www.theippress.com](http://www.theippress.com)

# ABOUT THE COURSE

'Foundations of Business Law for Entrepreneurs' is a course designed and presented by The IP Press. The important legal and business concerns that entrepreneurs must deal with while creating and launching a new business are examined in this specialization. This course provides an overview of the fundamentals of law with an emphasis on the aspirant and practising entrepreneur.



## COURSE OUTCOMES

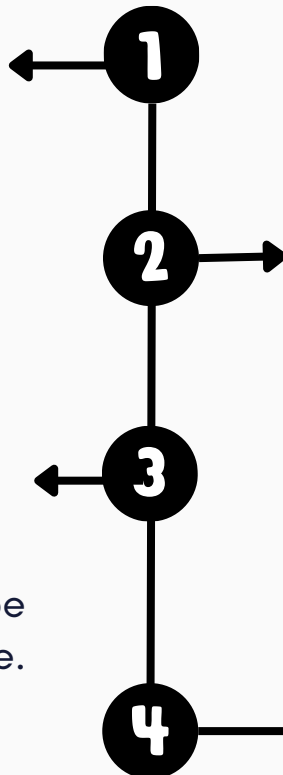
- **Conceptualize business ideas to practical realization.**
- **Comprehend the legal framework from initiation to conclusion.**
- **Gain firsthand experience for theoretical understanding.**
- **Develop a basic comprehension of legal requirements for business initiation, operation, and closure.**

## DURATION

- 100% Online
- 10 Live Sessions, 20 hours
- Weekend Sessions only
- Recordings of the lectures will be available.

## ASSESSMENT

- Participants have to take a Multiple Choice Question (MCQ) test at the end of the course.
- At least 50% marks have to be scored to secure a certificate.
- A paper/blog on the topic related to the course. (2500 words maximum).



## WHO CAN REGISTER

The course can be undertaken by any graduate/post-graduate/scholar/professional from any field.

## REGISTRATION DETAILS

**Link:**

<https://forms.gle/4JkhGvp7T3DfgLHUA>

**Fee:**

1. Professionals: INR 3000
2. Students: INR 2500

# DETAILED COURSE PLAN

<b>MODULE: 1</b>	<b>Conceptualizing the idea of business</b>	<ul style="list-style-type: none"><li>• Conceptualizing the right business idea</li><li>• Identifying your market and consumer</li><li>• B2B v B2C transaction</li><li>• Designing a business plan</li><li>• Understanding the legal Environment and possible challenges: businesses that are legally permitted in India.</li><li>• Knowing the government compliances and mandates in brief (An introduction only).</li></ul>
<b>MODULE:2</b>	<b>Structure of Business Organization</b>	<ul style="list-style-type: none"><li>• Choose the right business entity: primary and secondary considerations</li><li>• Forms of Business Organizations: Partnership, Sole proprietorship, Company, Cooperative, Limited liability Company, HUF, Any other</li><li>• Advantages and disadvantages of all the different forms of business organizations</li><li>• The legal structure of the organization: Number of people required; Role and responsibilities of the management/Executive/Directors etc.</li></ul>
<b>MODULE:3</b>	<b>Basic understanding of Finances</b>	<ul style="list-style-type: none"><li>• Capital required to set up a business</li><li>• Different sources of raising Capital</li><li>• Dealing with investors</li><li>• Fixed Assets and Current assets</li><li>• Current and long-term liabilities</li><li>• Meaning of Balance sheet; debt; Break-even point; ROI; Net profit; Gross Profit; Revenue; Costs; Cash flow etc.</li></ul>
<b>MODULE:4</b>	<b>Registrations, Licenses and Compliances</b>	<ul style="list-style-type: none"><li>• Mandatory Registrations for setting up a business (Central and State level approvals) , Additional Approvals</li><li>• Industry-specific compliances</li></ul> <p><b>Books of Account and Audit Requirements</b></p> <ul style="list-style-type: none"><li>• Record to be kept in Office /Disclosures/ Documents to be made public, Financial documents a business owner needs, Government mandated Audits (GST etc.)</li></ul>

<p><b>MODULE: 5</b></p>	<p><b>Compliances under relevant legislation</b></p> <p><b>Part A:</b></p>	<p><b>5.1. Hiring/employment compliance law</b></p> <ul style="list-style-type: none"> <li>• Employer and Employee relationship (Contract of service/Contract for service)</li> <li>• Employer and employee liability</li> <li>• Minimum wages; working conditions rules etc.</li> </ul> <p><b>5.2. Health and Safety compliances laws</b></p> <ul style="list-style-type: none"> <li>• Compliances under Labor laws</li> <li>• Workplace protections</li> <li>• Laws related to Women Safety</li> <li>• Sexual harassment at workplace cell</li> </ul>
	<p><b>Part B:</b></p>	<p><b>5.3. Environmental Compliances Laws</b></p> <ul style="list-style-type: none"> <li>• Compliances related to air; water; waste management; hazardous materials and land use</li> </ul> <p><b>5.4. Corporate Social Responsibility and Ethics</b></p> <p><b>5.5. Consumer Protection laws</b></p>
<p><b>MODULE:6</b></p>	<p><b>Tax implications on business</b></p>	<ul style="list-style-type: none"> <li>• Understanding income tax: Tax implication for starting a new business</li> <li>• Tax Planning</li> <li>• Income tax calculation for Business/startups</li> <li>• Tax exemptions and incentives under the Startup India Program</li> <li>• Exemption from tax on Long-term capital gains</li> </ul>
<p><b>MODULE:7</b></p>	<p><b>Protecting Intellectual Property Assets</b></p>	<ul style="list-style-type: none"> <li>• Choosing the right trademark; How important is a trademark for a business?; Conducting a public search.</li> <li>• How do entrepreneurs obtain trademark protection?</li> <li>• What all creative elements are copyrightable?</li> <li>• What about trade secrets, technical know-how, business methods, strategies etc. How do you protect them?</li> </ul>

<p><b>MODULE:8</b></p>	<p><b>Digital Marketing &amp; Advertising Laws</b></p>	<ul style="list-style-type: none"> <li>• <b>Ethics of Marketing/Advertising</b></li> <li>• <b>Legal Consideration for Digital Marketing &amp; Advertising</b></li> <li>• <b>Legal implications of false advertising; deceptive marketing etc.</b></li> <li>• <b>Role of Advertising Standards Council of India (ASCI)</b></li> </ul>
<p><b>MODULE:9</b></p>	<p><b>Managing Risks &amp; Exit strategies</b></p>	<ul style="list-style-type: none"> <li>• <b>Protecting your business from going bankrupt / Insolvency</b></li> <li>• <b>Risks associated with raising capital/loans from Banks etc.</b></li> <li>• <b>Understanding Insurance coverage: First party, third part, umbrella insurance</b></li> <li>• <b>Sale of the business &amp; Valuation of the assets</b></li> </ul>

## COURSE BENEFITS



- **By the Industry. For the Industry**  
Live lectures by industry experts.

- **Practical & Theoretical Knowledge**

The course will cover the practical aspects of the industry along with theoretical knowledge which will be covered through the reading material.



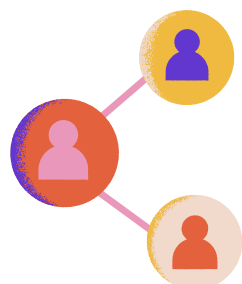
- **Live Classes**

There will be online live classes where participants will get a chance to interact and Q&A sessions will be conducted.



- **Engage and Network**

Participants will be able to interact with the instructors and will get to interact with their fellow budding entrepreneurs and lawyers.



**TO KNOW MORE VISIT: [WWW.THEIPRESS.COM](http://WWW.THEIPRESS.COM)**