



Presents

FOUNDATION COURSE ON

BUSINESS LAW FOR ENTREPRENEURS

18th May, 2024 - 16th June 2024

LET THE ENTREPRENEUR IN YOU SHINE!

MODULES

- Conceptualizing the idea of business
- Structure of Business Organization
- Basic understanding of Finances/Capital
- Registrations, Licenses and Compliances
- Compliances under relevant legislation
- Tax implications on business
- Protecting Intellectual Property Assets
- Digital Marketing & Advertising Laws
- Managing Risks & Exit strategies

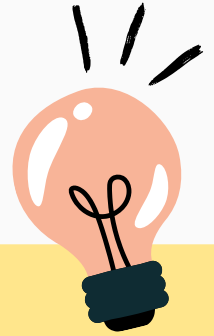


Register now
- INR 2000/- for Students
- INR 2500/- for Professionals

For more details, visit: 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

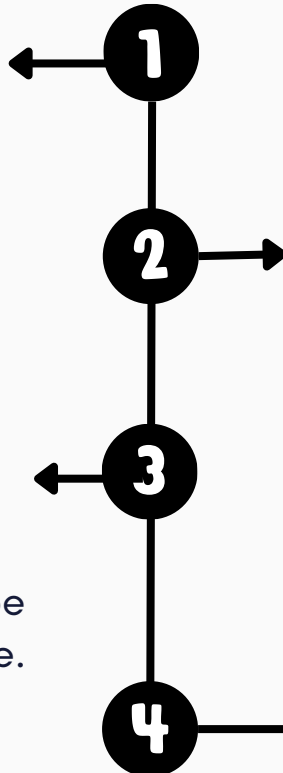
- **Conceptualize business ideas to practical realization.**
- **Comprehend the legal framework from initiation to conclusion.**
- **Gain firsthand experience for theoretical understanding.**
- **Develop a basic comprehension of legal requirements for business initiation, operation, and closure.**

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 2500
2. Students: INR 2000

DETAILED COURSE PLAN

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

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

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

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.



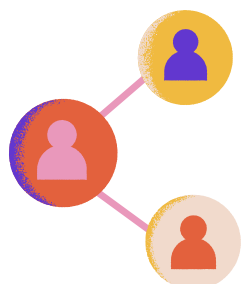
- **Live Classes**

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.THEIPPRESS.COM