



DC/DBI/E&SD/2026/01

June 09, 2026

Subject: Invitation to the Online Certificate Course on ‘Entrepreneurship and Startup Development’, jointly with East West University (EWU).

Dear Sir/Madam,

We have the pleasure of informing you that **DCCI Business Institute (DBI)** is offering a 3-month long **Online Certificate Course on ‘Entrepreneurship and Startup Development’**, 1st Batch, scheduled to be held October-December 2026, jointly with East West University (EWU). A total of 12 classes (3 hours each) will be held on **Friday from 9:00 am to 12:00 pm** through the online platform.

Objectives: The primary objectives of this course are to: Develop an entrepreneurial mindset and innovation-driven thinking, Provide knowledge of the entrepreneurial process, from idea generation to business scaling, Equip students with practical tools and methodologies to design, launch, and grow startups, Introduce funding mechanisms such as venture capital, angel investing, and crowd funding, Enable students to analyze market opportunities and competitive landscapes critically, Strengthen leadership, teamwork, and resilience for entrepreneurial success and Build awareness of ethics, sustainability, and social responsibility in entrepreneurship.

Who Can Attend: This program is designed for entrepreneurs in small and medium-sized enterprises, managers and executives from the business and marketing sectors, undergraduate and postgraduate students from various academic institutions, and anyone interested in developing a career in this field.

Facilitators: Renowned, highly-qualified, reputed and experienced Resource Person, having ample theoretical and practical knowledge from home and abroad will be invited to conduct respective sessions.

Fee: Tk. 12,000/- payable in favour of ‘**Dhaka Chamber of Commerce & Industry**’ by NPSB/ Pay Order/ Cheque/ Cash Deposit to Bank. It could also be paid through bKash merchant number **01766018659 (Payment)** with a bKash charge. Fee includes cost of tuition, course materials, examinations and certificates. The fee is excluding VAT & Tax.

Discount: 10% discount will be applicable for DCCI members; DBI & EWU Alumni, Women, Defence Forces, students and nomination of 3 (three) or more participants from one organization (one option applicable). **Corporate Discount of 15%** will also be applicable for the nomination of 10 or more participants from one organization.

Admission Procedure: The intending candidates may collect the Registration Form from the DBI Office for submitting to DBI after duly filling it out or log on to <https://forms.office.com/r/dke6qt8HJ8> for completing the registration process.

Admission Deadline: October 8, 2026. Seats are limited. First Come First Served.

Certification: On successful completion of the Certificate course, certificate will be awarded to the participants, signed by the **President, DCCI**, and the **Vice Chancellor, EWU**.

Contact: For further information, please contact DBI, Cell & WhatsApp # 01746948230/ 01766018659; Tel: +88 02 47122986 Ext. 282/124; IP Phone: +88 09666888555; Ext. 1015/1014; 88 09666319653; E-mail: dbi@dhakachamber.com.



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**Online Certificate Course on
‘Entrepreneurship and Startup Development’
Jointly Organized by DBI & EWU**

Course Outline

Module	Topics
Module 1	Introduction to Entrepreneurship and Startups • Definitions, types, and role in economic development • Characteristics of successful entrepreneurs • Startup vs. traditional business
Module 2	Entrepreneurial Mindset and Opportunity Recognition • Creative thinking & innovation frameworks • Problem identification & validation techniques
Module 3	Startup Ecosystem and Stakeholders • Role of incubators, accelerators, government, investors • Startup ecosystem in Bangladesh and globally
Module 4	Business Model Generation • Business Model Canvas (BMC) • Value proposition design
Module 5	Lean Startup Methodology • MVP, pivoting, and iteration cycles • Design thinking for innovation
Module 6	Market Research and Competitive Analysis • Customer segmentation & profiling • Market sizing and trends
Module 7	Marketing Strategies for Startups • Digital marketing and growth hacking • Building customer traction
Module 8	Startup Financing and Fundraising • Bootstrapping, angel investors, venture capital • Crowdfunding, grants, and equity sharing
Module 9	Legal, Ethical, and Governance Issues • Intellectual property rights (IPR) • Regulatory compliance and ethical practices
Module 10	Financial Planning and Management • Budgeting, forecasting, and break-even analysis • Key financial metrics for startups
Module 11	Scaling, Growth Strategies, and Leadership • National vs. global scaling • Building high-performing teams & startup culture • Exit strategies (IPO, mergers, acquisitions)
Module 12	Final Pitch and Course Wrap-up • Business pitch to panel of judges • Course review and feedback

ASSESSMENT CRITERIA:

- ☐ The final examination (100 marks) will be held after completing the course.
- ☐ 60% class attendance is mandatory for eligibility for the exam.
- ☐ Pass marks 50% and grading will be less than 50 marks = Fail, 50-64 marks =Pass, 65-74 marks = Pass with Merit and 75 and above marks = Pass with Distinction.