



OFFICE OF THE PRINCIPAL  
**PUB-KAMRUP COLLEGE**

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**Name of the course:** Certificate Course on "Entrepreneurship"

**Duration:** 3 months

**Eligibility:** A graduate degree in any discipline from a recognised university

**Year of Introduction:** 2018-19

**Program Outcome:**

The programme equips students to predict and prepare for the challenges of starting a business. Students also learn to analyse markets for business opportunities, determine the best location for business, recruit a team, build brands, and sell to chosen market. Many programmes also help students develop a business plan and begin networking in their field. The programme gives an in-depth idea on how the Indian Economy environment operates and the various sectors associated with it.

- After completing the course students are expected to learn the basics of Indian economic systems
- students are expected to learn the basics of key concepts of economics
- Students are also expected to learn how digitization is linked to entrepreneurship
- Students are expected to think of entering into entrepreneurship activity after completing the course

After completing this course, the students will be able to:

- Gain a clear understanding of various types of economic systems viz., capitalist economy, Socialist economy and Mixed economy.
- Know about industrial policy, objectives of New Economic Policy-1991, emphasis of NEP on Liberalization, Privatization, Globalization along with its positive and negative effects
- Know about numerous kinds of role played by the government viz., Regulatory, Promotional, Participatory, conciliatory and judicial and impact of India's Industrial policy on economic reforms.
- Know about the meaning and objectives of privatization, disinvestment, privatization/disinvestment in India, along with their problems .

Unit code: CIE 02: After completing this course, the students will be able to:



1. Acquire knowledge of the computer as a tool for memory, comparison, and storage of data.
2. Gain clear and precise knowledge of Word, Excel 2007 and MS PowerPoint.
3. Know about Security and Networking and its various aspects.

Unit code: CIB 03: After completing this course, the students will be able to:

- > Know about the meaning and concept of computer, its role of computer network in economic development, its advantages and disadvantages, it is required to be an entrepreneur, decision process, role of computer in management and support system.
- > Gain insight into various business fields, power of computing, its meaning, significance and requirements of business and knowledge study.
- > Know about the importance of data and its impact on the basis of ownership security, security capital, and financial institutions, its role in management and sustainability.

Unit code: CIB 04: After completing this course, the students will be able to:

1. Know about economic development, role of various sectors in development, foreign investment, aid and trade.
2. Gain an understanding of the role of investment in economic development; communication system by using science and technology; various investment in infrastructure; social infrastructure; health and family welfare.
3. Know about the pattern of development, its role in industries, labour problems and policy, organized sector.
4. Know about the significance of agriculture in the national economy; food security and food security in India; food and other related issues.
5. Know about the Indian financial system; its role in monetary policy; Indian public finance and fiscal policy; central bank's role in monetary policy; financial sector, financial system, financial system.

Unit code: CIB 05: After completing this course, the students will be able to:

1. Acquire knowledge of marketing mix, its role in the competitive environment; importance, the marketing process, its role in the competitive environment; the various components of marketing mix.
2. Know about the concept of marketing mix, its role in the process, requirements of effective marketing mix, its role in the competitive environment, its role in the marketing mix.

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1. Acquire knowledge regarding computer memory, Secondary memory, computer peripherals, output devices, software requirements etc.
2. Gain clear and practical knowledge of MS Word2007, Excel 2007 and MS PowerPoint.
3. Know about Security and Networking and its related aspects.

Unit code: CIE 03: After completing this course, the students will be able to:

- Know about the meaning and concept of entrepreneurship, role of entrepreneurship in economic development, risk/challenges along with the skills required to be an entrepreneur, decision process, role models, mentors and support system.
- Gain insight into various business ideas, methods of generating ideas, meaning, significance and components of business plan, and feasibility study.
- Know about the importance of new venture financing, types of ownership securities, venture capital, and financial institutions and banks, environment and sustainability.

Unit code: CIE 04: After completing this course, the students will be able to:

1. Know about economic development, role of different sectors in development, foreign investment-aid and trade.
2. Gain an understanding of the role of infrastructure in economic development; communication system in India; science and technology; private investment in infrastructure; social infrastructure, education and health; health and family welfare.
3. Know about the pattern of industrialization; large scale industries; labour problems and policies; unorganized sector.
4. Know about the significance of agriculture in the national economy; Food sufficiency and food security in India; irrigation and other inputs etc.
5. Know about the Indian financial system; RBI and review of monetary policy; Indian public finance and fiscal policy; centre-state relationship with regards to financial aspect, thirteenth finance commission.

Unit code: CIE 05: After completing this course, the students will be able to:

1. Acquire knowledge regarding market and marketing, its core components, functions, importance, the exchange process, and marketing orientations along with the various components of marketing process.
2. Know about the concept of market segmentation, its benefits, process, requisites of effective market segmentation, bases for segmenting consumer markets, targeting (T), and Market positioning (P).

Principal/Vice Principal

Pub Kamrup College  
Vice Principal  
Pub Kamrup College  
Bihata Chariali