



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 concepts of human memory, computer components, output devices, etc. related to the topic.

2. Gain clear and detailed knowledge of the World, 2017, Local 2017 and MS Powerpoint.

3. Know about Security and Networking and its related aspects.

Unit code: CIB 001 After completing this course, the students will be able to:


- > Know about the meaning and concept of computer, various parts of computer, its role of computer network in economic development, and challenges faced by it. It is required to be an entrepreneur, decision process, role of the market and support system.
- > Gain insight into various business ideas, process of generating ideas, meaning, significance and components of business plan and financial study.
- > Know about the importance of their venture, financial aspects of ownership securities, venture capital, and financial institutions and their involvement and successability.

Unit code: CIB 002 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 in communication system by using science and technology, various investment in infrastructure, social infrastructure, health and family welfare.
- 3. Know about the pattern of investment, foreign trade, industries, labour problems and policy, organized sector.
- 4. Know about the significance of agriculture in the national economy, food sufficiency and food security in India, inflation and their impact etc.
- 5. Know about the Indian financial system, its structure, review of monetary policy, Indian public finance and fiscal policy, central bank, its role, relationship with regards to financial sector, financial services commission.

Unit code: CIB 003 After completing this course, the students will be able to:

- 1. Acquire knowledge regarding marketing and other its core components. Importance, the marketing process and all related activities along with the various components of marketing process.
- 2. Know about the concept of market structure, how to select the process, requirements of effective market orientation, basis for segmenting consumer markets, target marketing, positioning etc.



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