



OFFICE OF THE PRINCIPAL KAKOJAN COLLEGE

Re-accredited B+ Grade by NAAC

P.O. & T.O. KAKOJAN, JORHAT: Assam-785 107

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Supporting Documents for NAAC Self Study Report (SSR)

(3rd Cycle)

Period: 2017 – 2022

Criterion – 3	Key Indicator – 3.5
Research, Innovations and Extension	Collaboration
Metric Number: 3.5.1	Number of functional MoUs/linkages with institutions/industries in India and abroad for internship, on-the-job training, project works, student/faculty exchange and collaborative research during the last five years

Prepared and submitted by

IQAC, Kakojan College, Jorhat, Assam

(Dr. Ruprekha Bordoloi)

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(Dr. Nibedita Gogoi)

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Activity Report (IIE, Guwahati)

Activity: Certificate Course on Entrepreneurship Development

Date: 02nd August, 2017

Syllabus of the Entrepreneurship Development

Syllabus of Six Monthly Short-term Add on Certificate course

on

Entrepreneurship Development

Kakojan College under Dibrugarh University

in collaboration with INDIAN INSTITUTE OF ENTREPRENEURSHIP



Prepared by

Syllabus Preparation Committee

Entrepreneurship Development

Kakojan College, Jorhat, Assam

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Syllabus of the Entrepreneurship Development

Certificates Course on Entrepreneurship

Generally Entrepreneurship Development for first generation Entrepreneurs consists of three inputs such as Stimulation, support and sustain. For students and motivating them to get into an entrepreneurial fold a systematic approach has to be adopted. Most importantly the psychological behavior of bring first generation Entrepreneurs of the target audience is very vital. The target audience is be skilled through behavioral application whereby sufficient information is gathered by the experts to make the target audience understand about their personal ability and skill. So at the very first place achievement motivation followed by personal traits, support, opportunity identification, planning managing, business formulation etc. has to be incorporated in the syllabi. In the course, the faculties may be hired from various sources. Broad outline of the Certificates Course is prepared for initial start of the programme. The detail is as follows:

Topics to be covered: (100 Hrs.)

- Entrepreneurship Concept
- Entrepreneurial Scenario in Indian and North Eastern Region.
- Who is an Entrepreneur & Charms of Being an Entrepreneur?
- Quality of an Entrepreneur.
- Achievement Motivation: Theory and Practices
- Soft Skill Development & Communication.
- Schemes of Assistance for MSMEs : NSIC SIDBI, DIC and Other Support Agencies
- Schemes of Assistance for MSMEs: Financial Agencies / Institutions
- Soft Skill Development: Information Seeking.
- Marketing Management: Product Promotion, Sales and Advertisement.
- Interactions with Technical Experts for finalizing projects
- Entrepreneurship and its prospects.
- Programme Objectives : Expectations from trainees, Final goal, Programmes Strategy
- Profitability & Balance Sheet
- Purchase Technique
- Legal formalities for Loan Disbursement
- How to Identify Business Opportunities
- Opportunities identification: Criteria of selection & Sources of Information
- Linking Business Opportunities with trainees
- Production Planning in MSME
- Business Opportunity Guidance Interactions with DIC, SISI, Bank, KVIC etc.
- Schemes of Assistance for MSMEs:
- NSIC, SIDBI, DIC and Other Support Agencies
- Human Resource Management &
- Time Management
- Product Planning & Product Mixing Strategy
- Working Capital Management
- Marketing Management: Product Promotion, Sales and Advertisement.
- Opportunities identification: Criteria of selection & Sources of Information
- Evaluating the DPRs prepared by the Trainees
- Working Capital Assessment & Management in SSI
- Briefing and Planning for the Market Survey: Questionnaire Preparation
- **Fieldwork:** Market Survey and Data Collection
- **Fieldwork:** Market Survey and Data Collection
- Market Survey and Data Collection & Discussion

R Bordoloi

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Syllabus of the Entrepreneurship Development

- Marketing Management: Product Promotion, Sales and Advertisement
- Production Planning
- Profitability & Balance Sheet
- Financial Management
- Developing Entrepreneurial Competencies (Achievement Motivation Training)
- Developing Entrepreneurial Competencies (Achievement Motivation Training)
- Developing Entrepreneurial Competencies (Achievement Motivation Training)
- Legal Formalities in an Enterprise :(Factory Act, PF, Labor Lowest.)
- Leadership Modes
- Preparation of Detail Project Report & Interfacing with Leading Institutions for Business Plan Appraisal
- FIELD VISIT
- Feedback from Participants
- Valedictory



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Sample Certificate of the Entrepreneurship Development

Ref. : KC/ICGC/2018 -

KAKOJAN COLLEGE



Estd. - 1967

P.O. & T.O. - KAKOJAN - 785 107, JORHAT, ASSAM

Affiliated to Dibrugarh University, Assam

Re-Accredited with B+ Grade by NAAC

This is to certify that Miss/Mr./Mrs.
has successfully completed Add on Course in **Entrepreneurship Development** offered by Information and Career Guidance Cell and assessed with Grade from Kakojan College, Jorhat, Assam in the academic session

Wishing him / her success in all future endeavours.

Mridula Neog
Mrs. Mridula Neog

Convener
Information and Career Guidance Cell
Kakojan College, Jorhat, Assam

[Signature]

Course in charge
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