

CERTIFICATE COURSE IN EMPLOYABILITY AND START UP SKILLS

Course Coordinator: Assoc. Prof. Dr. Savia Mendes, Asst. Prof. Swati A. Shigaonker and Asst. Prof. Seltan Gomes

Instructors: Course coordinators and guest faculties

Course Objectives

The objectives of the Certificate Course in Self-Employment are to:

1. Develop entrepreneurial mindset and self-confidence among learners.
2. Provide basic knowledge of starting and managing small businesses.
3. Create awareness about self-employment opportunities and government support schemes.
4. Equip learners with practical skills in planning, finance, marketing, and customer service.
5. Encourage innovation and creativity for sustainable livelihood generation.

Course Outcomes

After successful completion of the course, learners will be able to:

1. Identify viable self-employment and business opportunities.
2. Prepare a basic business plan for a small enterprise.
3. Understand financial management, costing, and pricing of products/services.
4. Use basic marketing and digital tools to promote their business.
5. Demonstrate problem-solving, decision-making, and risk-management skills.
6. Apply knowledge of legal, tax, and registration processes for small businesses.

Scope of the Course

The scope of the Certificate Course in Self-Employment includes:

1. Opportunities in small-scale industries, services, and micro-enterprises.
2. Self-employment in sectors such as retail, food processing, handicrafts, digital services, and freelancing.
3. Use of government schemes, subsidies, and institutional support for entrepreneurs.
4. Career paths in entrepreneurship, family business management, and micro-enterprise development.
5. Skill development for women, youth, and rural entrepreneurs.
6. Foundation for advanced courses in entrepreneurship and business management.

Course Duration: 30 hours (2 credits)

Course Timings: sessions of 2 hours each, twice per week in the mornings after lectures. Guest lectures will be held online in the evenings depending upon their availability.

Commencement date: 5th January 2026- 31st January 2026.

COURSE OUTLINE: The following modules will be included as part of this course:

Unit Details	Hours
<p>UNIT I: Fundamentals of Self-Employment</p> <ul style="list-style-type: none"> • Concept, meaning, and importance of self-employment • Difference between employment, business, and entrepreneurship • Types of entrepreneurs: small-scale, rural, women, social, and digital • Entrepreneurial mindset and competencies • Creativity, innovation, and idea generation • Opportunity identification and market gap analysis • Basics of customer needs, market demand, and value proposition • Case studies and success stories of entrepreneurs <p>Activities:</p> <ul style="list-style-type: none"> • Guest Lecture: Local entrepreneur shares experiences • Group discussion on entrepreneurial challenges 	10 hours
<p>UNIT II: Planning and Starting a Business</p> <ul style="list-style-type: none"> • Preparation of a simple business plan • Basics of project report writing • Sources of finance and government schemes • Registration and legal formalities (GST, MSME/Udyam Registration, licenses) • Risk management and problem-solving in small business <p>Activities:</p> <ul style="list-style-type: none"> • Guest Lecture: Bank official or MSME officer • Workshop: Mini business plan preparation 	10 hours
<p>UNIT III: Managing and Growing Self-Employment</p> <p>Course Content:</p> <ul style="list-style-type: none"> • Marketing strategies for small businesses (offline and online) • Digital marketing basics: social media, WhatsApp Business, online marketplaces • Customer relationship management and service quality • Strategies for business growth and sustainability • Branding and personal/business image development • Networking and collaboration opportunities for small businesses • Time management, work ethics, and productivity enhancement • Innovation and diversification of products/services • Handling competition and market challenges • Importance of feedback and continuous improvement <p>Activities:</p> <ul style="list-style-type: none"> • Field Visit: Local small business/MSME/start-up unit • Guest Lecture: Successful entrepreneur or digital marketing expert 	10 hours

• Group discussion on growth strategies and business challenges	
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Evaluation Scheme: Evaluation, class attendance and participation

Component	Weightage (%)	Marks
Class participation	10	05
Class attendance (online and offline)	10	05
Evaluation 1-Assignment. Students prepare a mini business plan for a self-employment venture of their choice.	20	20
Evaluation 2 MCQ test on the syllabus covered	20	10
Evaluation 3 Field Visit Report- based on observations and learning from the industrial/entrepreneurship field visit	20	10
Total	100	50

Requirements for the Certificate Course:

1. Certificates for students, resource persons and coordinator of the course.

Course Coordinators
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Dr. Ashish M. Joshi

Principal
Dr. Manasvi M. kamat