

National Foundation for Entrepreneurship Development



Certification Course on E-Entrepreneurship (CCEE)

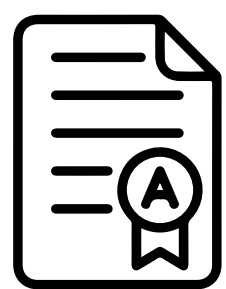
About NFED

National Foundation for Entrepreneurship Development (NFED) is a socialistic organization based at Coimbatore, Tamil Nadu. It is predominantly into creating entrepreneurship cult across the nation through orientation, awareness, research and development activities since 2003. It has delivered numerous sessions on Entrepreneurship Development Programmes, Employability Skills, Career Development, Research through Faculty Development Programmes and Workshops, Self-Management Sessions and covered more than 200,000 beneficiaries across the nation.

NFED has been into infusing the entrepreneurship thought process amongst youths through its programmes and activities. Business education needs holistic inputs with regard to awareness and practices. This is possible only through imparting specific or relevant certification courses, which increases the value addition in terms of knowledge and development. Hence, the course on E-Entrepreneurship has become indispensable for graduating students at B-Schools and Colleges to understand the significance of E-Entrepreneurship and its dimensions.

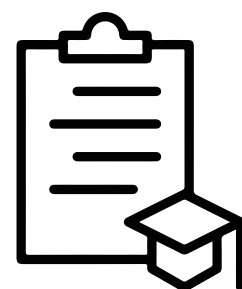
COURSE OUTLINE

The course is designed to groom the student community towards new vistas in entrepreneurship development. It addresses the E-Commerce and E-Business inputs along with Entrepreneurship insights with pragmatic approaches in order to facilitate seeding the E-start-up plans and positioning it towards achieving sustenance and growth. This certification course is designed to cover 60 percent of E-Commerce & E-Business and 40 percent of Entrepreneurship.



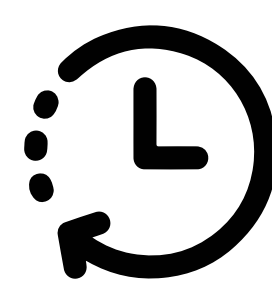
Learning Outcomes

- ▶ To increase the students' understanding towards E-business alongside regular curriculum
- ▶ Understand E-commerce and E-business concepts and various processes involved for business promulgation
- ▶ Learn concept and process of E-commerce and its applications in real-time
- ▶ To have competitive edge in every facet of business implementation in terms of online and offline avenues
- ▶ Add entrepreneurial essence to enhance business and bring in significant prospects



Course Syllabus

- ▶ Introduction to E-Business
- ▶ Devising Successful Business Model
- ▶ Business Operations & Strategy
- ▶ Business Plan Inception
- ▶ Business Types & Compliances
- ▶ MSME Schemes, Procedures & Policies
- ▶ Business Transformation
- ▶ Digital Marketing Overview



Course Duration

Basic:
4 - 6 weeks

Advanced Certification:
6 - 8 weeks

Diploma:
8 - 12 weeks

Regd. Trust: 88/BKIV/2013 & 152/BKIV/2018



+91 77086 47015



info.nfed@gmail.com



www.nfedindia.org
nfed.business.site



5, 2nd Street, SRP Ponnuswamy Nagar
Saibaba Colony, Coimbatore, Tamil Nadu