

MADHUSUDAN INSTITUTE OF CO-OPERATIVE MANAGEMENT, BHUBANESWAR



Madhusudan Institute of Co-operative Management, Bhubaneswar

**(An Institution of National Council for Cooperative training, New Delhi, promoted
by Ministry of Cooperation, Govt. of India)**

Unit VIII, Bhubaneswar-751012, Odisha

Phone (0674)2562825/2562826

Website: - [http:// micm.ac.in](http://micm.ac.in)

email: -micmbbs@gmail.com

SMALL BUSINESS & RURAL ENTREPRENEURSHIP

SCHEME AND SYLLABUS OF

(16 WEEKS DURATION)

Objectives of the Course

- ❖ To develop motivation & reinforces entrepreneurial traits and the spirit of enterprise.
- ❖ To facilitate the decision-making process for setting-up of a new enterprise.
- ❖ To facilitate the successful and profitable operation of the enterprises.

As the focus of the course is on improving decision-making skills, experiential methods, role plays, in-basket exercises, group discussions, and presentations are used.

Opportunities available after completion of this course

- ❖ The course will enable the participants to start new business and will help them to manage their own business professionally and skillfully.

Pedagogy

The focus of class sessions is on developing skills and attitudes through active student participation rather than on summarizing the reading materials through lectures. The participants are expected to study the recommended literature, and cases and discuss them within small groups outside the classroom. The various subjects will be discussed in the class are Management of New & Small Enterprises, Accounting, and Finance for Entrepreneurs, Legal and Business Environment, Marketing Management, Computer Application & E-commerce etc.

Personality Development includes Bio data preparation, Group discussion, interviews, Soft Skills, Stress Management, Communication, presentation Investment planning, Examination etc.

To sharpen their learning and to motivate them to work in small business, the practical training of one-week duration has been planned too.

CERTIFICATE COURSE ON RETAIL MANAGEMENT

SCHEME AND SYLLABUS

(12 WEEKS)

Objectives of the Course

To cater to the growing demand and employment avenues in the retail sector:

The participant will get acquainted with the following:

- ❖ Retail Scenario in the market
- ❖ Retail Distribution channel & importance of retail in economy
- ❖ Strategies to create & promote a positive customer service environment and establish own Retail Business.
- ❖ Practice customer-focused responses for various retail situations

Opportunities available after completion of this course

- ❖ Participants will instill with required qualifications, knowledge, and skills to enter into the exciting and dynamic sales & marketing arena.
- ❖ The course will be customized professional training for the skill up-gradation for the people working in the sales domain.
- ❖ They will be able to start own journey in the retail business with proper knowledge and skill.

Pedagogy

The focus of class sessions is on developing skills and attitudes through active student participation rather than on summarizing the reading materials through lectures. So experiential methods like role plays, in-basket exercises, group discussions, and presentations will be widely used. The participants are expected to study the recommended literature and cases and discuss them within small groups outside the classroom. Subjects like Management of Retail Business, Retail Strategy, Advertising, Studying Consumer behaviour, Computer, and E-commerce subjects etc. will be discussed during the course.

Personality Development classes covering Bio data preparation, Group discussion, Interview, Soft Skills, Stress management, Communication, presentation Investment planning, will be arranged specially for the participants.

To sharpen their learning and to motivate them to work in a retail business, the practical training of one-week duration has been planned too. Certificates will be distributed on the end of course.

CERTIFICATE COURSE ON GENERAL AWARENESS
(COMPETITIVE EXAMINATION PREPARATION)
SCHEME AND SYLLABUS
(12 WEEKS)

Objectives of the Course:

To prepare Indian Armed Forces for competitive examination, and to grab post retirement opportunities.

The participant will be taught:

- ❖ Basic Aptitude
- ❖ Quantitative Aptitude
- ❖ Reasoning
- ❖ English
- ❖ Computer Aptitude
- ❖ Banking Awareness
- ❖ Current affairs
- ❖ Interview and Group Discussion tips and other soft skills will also be imparted to the participants to prepare them for various competitive examinations.

Pedagogy

As the focus of the course is to unfold one's potential systematically to achieve higher standards both with theoretical classes to develop a comprehensive understanding of concepts and their application blended with practice classes for creating speed to crack competitive examinations.