



Syllabus: Certificate in Digital Entrepreneurship (CDE)

- **Duration:** 2 Months
- **Eligibility:** 12th Pass / Aspiring Entrepreneurs

Evaluation Scheme

- **Full Marks:** 200
- **Theory Paper:** 100 Marks
- **Practical/Project Works:** 80 Marks
- **Internal Assessment/Viva voce:** 20 Marks

Course Syllabus

This program provides a comprehensive roadmap for building a digital business, focusing on niche identification, product-market fit, digital infrastructure, and scalable marketing strategies.

Module 1: Ideation & Market Research

- **Digital Business Models:** SaaS, E-commerce, Content-based, and Service Agency.
- **Niche Identification:** Using AI and SEO tools to identify high-demand, low-competition markets.
- **Competitor Analysis:** Analyzing competitor strengths, pricing, and marketing channels.

Module 2: Building Digital Infrastructure (No-Code)

- **MVP (Minimum Viable Product):** Principles of launching fast and iterating based on data.
- **Web Foundations:** Selecting domains, hosting, and building landing pages using no-code builders (Wix/WordPress).
- **Payment Integration:** Setting up gateways (Razorpay/Stripe) and professional business emails.

Module 3: Customer Acquisition & Digital Sales

- **Sales Funnels:** Designing Lead Magnets, Opt-in pages, and Thank-you pages.
- **Social Media Brand Authority:** Building a personal brand to drive organic traffic.

- **Paid Advertising Basics:** Setting up low-budget Meta/Google ads to test business viability.

Module 4: Operations, Finance & Legal

- **Business Legalities:** Introduction to GST, MSME registration, and digital contracts.
- **Financial Management:** Understanding burn rate, profit margins, and ROI.
- **Automation:** Using Zapier/AI to automate repetitive tasks and customer support.

Module 5: Final Capstone Project (The Startup Launchpad)

- **Project Task:** Students will create a "Ready-to-Launch" business blueprint.
- **Requirements:** A functional 1-page website/landing page, a defined target audience profile, a 30-day marketing content calendar, and a financial projection sheet.
- **Submission:** Live pitch presentation of the business concept and a Viva voce on scaling strategy.

This syllabus is a property of Axomtech Skill Education Council.

