

INDIVIDUAL COURSE DETAILS

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| A. Name of the Institute | National Institute for Entrepreneurship and Small Business Development (NIESBUD) |
| B. Name/Title of the Course | Entrepreneurship for Small Business Trainers/Promoters Programme (ESB-TP) |
| C. Course Dates with Duration in Weeks <i>[note: dates may be fixed keeping in mind festivals, holidays, weather conditions, availability of accommodations, etc. No request for change in dates, once approved/ circulated will be entertained]</i> | From 29 January 2018 to 23 March 2018 8 Weeks / 2 Months |
| D. Eligibility Criteria for Participants 1. Educational Qualifications 2. Work Experience required, if any 3. Age Limit <i>[note: ITEC norms is 25-45 years]</i> 4. Target Group <i>[Level of participants and target ministries/departments etc. may be indicated]</i> | I) 'A Level or Equivalent The medium of instruction being English, adequate knowledge of English is necessary for effective participation. II) Sufficient experience in promoting entrepreneurship and small business development and working as Trainers/faculties consultants in promoting entrepreneurship and small business development/promoters in government department's corporation, financial institutions, including banks, training organizations, consultants/or voluntary organizations. III) 25-50 years IV) The programme is recommended basically for trainers/faculties consultants working in government departments corporations, financial institutions, including banks, training organizations, consultants/or voluntary organizations engaged in promoting entrepreneurship and small business development. |
| E. Aims & Objectives of the Course | The Programme has been designed to enable participants to: <ul style="list-style-type: none"> • Develop appreciation of the entrepreneurship development process; • Learn designing and conducting of entrepreneurial motivation training to prospective entrepreneurs; • Acquire skills of identification of potential entrepreneurs and use appropriate selection techniques/tools for locating potential entrepreneurs; • Understand the dynamics of enterprise launching; covering the ability of scanning opportunity, project formulation and appraisal and mobilizing resources; |
| F. Learning Outcomes | Knowledge: The programme will help building the capabilities |

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| | <p>of trainers/promoters by enabling them to understand and appreciate the total spectrum of entrepreneurship development process, conducting Entrepreneurial Motivation Training (EMT), understand the dynamics of enterprise launching; project formulation and it's appraisal and mobilizing resources.</p> <p>Skills:</p> <ul style="list-style-type: none"> • Effective Marketing & Selling Skills • Personal Skills – Leadership, Team Building, Interpersonal communication, Effective Negotiation, Creativity & Innovation, Training & Counseling • IT Skills – Digital Marketing • Project Management – Time and Cost Management • Problem Solving and Decision Making |
| <p>G. Course Contents / Syllabus <i>[please attach course details / profile]</i></p> | <p><u>COURSE CONTENTS</u></p> <p>Entrepreneurship and Entrepreneurial quality Development</p> <ul style="list-style-type: none"> - Rationale and scope of entrepreneurship and small business development in underdeveloped and developing economies - Dynamics of entrepreneurship development Integrated approaches to entrepreneurship development international experience and outcome - Identification and selection of techniques/tools - Implementing strategies for identification and selection for different categories of entrepreneurs - Training for development of entrepreneurship-content & methodology Developing trainers' competence in strengthening entrepreneurial quality- Entrepreneurial Motivation Training. <p>Enterprise Launching/Resourcing</p> <ul style="list-style-type: none"> - Scanning the environment and sensing opportunities for small business - Product/service selection - Process of setting up and building enterprises - Role of Government policies and programmes - Planning, formulation and appraisal of project - Market survey - Mobilizing resources-institutional network. <p>Enterprise Management</p> <ul style="list-style-type: none"> - Personnel |

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| | <ul style="list-style-type: none"> - Production - Marketing - Finance - Total Quality Management - Leadership and Team Building - Supply Chain Management - Business Process Re engineering - E-marketing - Competitiveness <p>Promoter's Role and Functions</p> <ul style="list-style-type: none"> - Industrial extension-concept, process and methods - Counseling for modernization, diversification/expansion and rehabilitation - Feedback, monitoring and evaluation <p>Field Studies</p> <ul style="list-style-type: none"> - Study of small scale enterprises of different types - Study of the institutions promoting entrepreneurship and small industry |
| H. Mode of Evaluation of performance of the participants | <ol style="list-style-type: none"> 1. Individual assignment/presentation 2. Content & Originality 3. Group work 4. Study Visit reports 5. Action Plan preparation & presentation 6. Attendance 7. Overall behavior during program |