

INDIVIDUAL COURSE DETAILS

A. Name of the Institute	National Institute for Entrepreneurship and Small Business Development (NIESBUD)
B. Name/Title of the Course	Small Business Planning and Promotion (SBPP)
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 09 Oct. 2017 to 01 December 2017 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 the area of small business, self-employment, MS&ME Development, Entrepreneurship and its planning and promotion; officials in Government departments, small business corporations, planning department, financial institutions, commercial banks, research institutions, trainers of entrepreneurship training institutions and industrial/small business development organizations. Prospective small business entrepreneurs can also be admitted to this course. III) 25-50 years IV) The programme suits persons keenly interested in starting small business and its planning and promotion; officials in Government departments, small business corporations, planning department, financial institutions, commercial banks, research institutions, trainers of entrepreneurship training institutions and industrial/small business development organizations. Prospective small business entrepreneurs can also be admitted to this course.
E. Aims & Objectives of the Course	The Programme has been specially designed to: <ul style="list-style-type: none"> • Understand and practise the use of various methods of sensing small business opportunities through environmental scanning and various idea generation techniques. • Prepare and appraise a project report/business plan suitable to the business location. • Build capacity for locating and mobilizing resources needed to organize and run small business successfully. • Help acquire the ability to motivate potential entrepreneurs for a small business; design and conduct training for

	prospective small business entrepreneurs.
F. Learning Outcomes	<p>Knowledge: The programme will help building the capabilities of trainers/promoters by enabling them to understand and appreciate the total spectrum of small business development process, the dynamics of small enterprise launching; project formulation and it's appraisal and mobilizing resources for small businesses.</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 • Business management skills • Project Management – Time and Cost Management • Problem Solving and Decision Making
G. Course Contents / Syllabus <i>[please attach course details / profile]</i>	<p>COURSE CONTENTS</p> <p>Small Business Creation</p> <ul style="list-style-type: none"> - Rationale and scope of entrepreneurship and small business development economics. - Integrated approach to entrepreneurship development, international experiences and outcome. - Environmental scanning and analysis for sensing small opportunities. - Selecting an appropriate business opportunity. - Resource location and mobilization. - Role of statutory and promotional institutions, government policies, programmes support systems. - Process of setting up and building enterprise. <p>Small Business Planning</p> <ul style="list-style-type: none"> - Market survey - Project report preparation - Technology evaluation and transfer - Basic start up problems <p>Appraising Small Business Opportunities</p> <ul style="list-style-type: none"> - Project appraisal techniques - Assessing market opportunities and competition

	<ul style="list-style-type: none"> - Financial feasibility analysis - Forecasting results <p>Entrepreneurial Qualities of Small Business Entrepreneurs</p> <ul style="list-style-type: none"> - Dynamics of entrepreneurship development - Identification and selection of trainees - Motivation and behavioural training - Behavioural dimensions affecting small business decisions <p>Small Business Management Skills</p> <ul style="list-style-type: none"> - Fundamentals of small business management - Financial management including costing and accounting - Raising funds - Materials management - Production and operations management - Personnel management - Marketing management - Credit and venture capital - E-marketing - Competitiveness <p>Small Business Promoter's Role and Function</p> <ul style="list-style-type: none"> - Developing curricula for self-employment/entrepreneurship education and training - Planning EMT exercises for selection of potential small business entrepreneurs organizing entrepreneurship development training for small business beneficiaries - Inter-institutional coordination and networking - Consulting and counseling - Training methodology - Evaluation of EDPs <p>Field Studies</p> <ul style="list-style-type: none"> - Study of various small enterprises - Study of institutions promoting small business
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

