**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  ***[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]* | From 08 Oct. 2018 to 30 November 2018  8 Weeks/ 2 months |
| D. Eligibility Criteria for Participants  1. Educational Qualifications  2. Work Experience required, if any  3. Age Limit  *[****note****: ITEC norms is 25-45 years]*  4. Target Group *[Level of participants and target ministries/departments etc. may be indicated]* | **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:   * 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 | 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.  Skills:   * 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 *[please attach course details / profile]* | **COURSE CONTENTS**  **Small Business Creation**   * 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.   **Small Business Planning**   * Market survey * Project report preparation * Technology evaluation and transfer * Basic start up problems   **Appraising Small Business Opportunities**   * Project appraisal techniques * Assessing market opportunities and competition * Financial feasibility analysis * Forecasting results   **Entrepreneurial Qualities of Small Business Entrepreneurs**   * Dynamics of entrepreneurship development * Identification and selection of trainees * Motivation and behavioural training * Behavioural dimensions affecting small business decisions   **Small Business Management Skills**   * 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   **Small Business Promoter’s Role and Function**   * 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   **Field Studies**   * Study of various small enterprises * Study of institutions promoting small business |
| H. Mode of Evaluation of performance of the participants | 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 |