**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 | **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 yearsIV) 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.
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| 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
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| 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
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| 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
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