**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***[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 28 January 2019 to 22 March 2019  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 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 yearsIV) 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:* 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;
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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 entrepreneurship development process, conducting Entrepreneurial Motivation Training (EMT), understand the dynamics of enterprise launching; project formulation and it’s appraisal and mobilizing resources. Skills: * 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
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| G. Course Contents / Syllabus *[please attach course details / profile]* | **COURSE CONTENTS****Entrepreneurship and Entrepreneurial quality Development*** 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.

**Enterprise Launching/Resourcing*** 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.

**Enterprise Management*** Personnel
* Production
* Marketing
* Finance
* Total Quality Management
* Leadership and Team Building
* Supply Chain Management
* Business Process Re engineering
* E-marketing
* Competitiveness

**Promoter’s Role and Functions*** Industrial extension-concept, process and methods
* Counseling for modernization, diversification/expansion and rehabilitation
* Feedback, monitoring and evaluation

**Field Studies*** Study of small scale enterprises of different types
* Study of the institutions promoting entrepreneurship and small industry
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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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