**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 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:   * 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 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 |
| 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 |
| 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 |