

# **Entrepreneurship Education, Knowledge Management and Policy Research**

3 July 2025 to 16 July 2025 (2 weeks)

## **Rationale:**

In emerging economies where aspiring entrepreneurs may have more modest ambitions, entrepreneurship interventions are needed to address limitations in the understanding of how entrepreneurs use their attributes and capabilities in concert with networks (or other mechanisms) to overcome macrolevel institutional and economic barriers and initiate new businesses. Opportunity alone does not result in entrepreneurship. Individuals need to feel motivated to take optimum advantage of opportunity and ability. The extent to which they do it will reflect their belief that being an entrepreneur, irrespective of whether one is successful or not, is socially valued. The conviction that success will not be resented or failure stigmatized is fundamental.

A large section of masses from developing countries are oblivious of Entrepreneurship and its benefits. The young generation after passing their initial phases of education are still running to get admissions in those courses or programmes which would ensure jobs in government or private sector or multinational companies etc. Even after completing education, only a handful of youngsters prefer to opt for entrepreneurship as their career. A general perception that those who could not perform well in other careers normally choose business as a career creates more disinterest in entrepreneurship. Business is thus a last resort for them.

Therefore there is a need for focused strategies and interventions in education, specifically designed to create and expand the resource base of faculty/trainers in entrepreneurship. As entrepreneurship is an applied discipline, even the teaching pedagogy needs to be different from management or traditional education. Having pioneered entrepreneurship education and development, and capacity building and institutionalisation of entrepreneurship in India and several other countries, the Institute is keen to share the rich experiences with policy makers, administrators, development professionals, practitioners, early stage entrepreneurs, faculty members, trainers, and consultants of developing countries to enhance the entrepreneurial mindset.

## **Target group:**

- Government/private sector officials engaged in promotion or execution of entrepreneurship/business/trade or education programs/policies
- Principals or teachers from schools, deans/professors/lecturers from colleges, universities and autonomous institutions
- Heads of business incubators, including technology, management, vocational education and professional bodies, educators/researchers, professionals, management trainers
- Women entrepreneurs, small business consultants, media representatives working in areas of education and development

**Objectives:** The key objectives include:

- To enable participants to formulate customized and need-based entrepreneurship education policies, strategies and programmes in the country

- To enable participants to create resilient and competent early-stage entrepreneurs, groom family business successors, women entrepreneurs and nurture intrapreneurs.
- To guide them to initiate and conduct programmes on entrepreneurship successfully to create conducive environment for entrepreneurship in the country
- To conduct need-based research and evaluation studies in the domain of entrepreneurship development and entrepreneurship education
- To enable participants to open Entrepreneurship Development Cells to create awareness on entrepreneurship in the country
- To guide participants to develop business incubators in the institutions to support students in developing bankable business plans and start-ups

**Course Content:**

Keeping the objective in view, the programme will have the following key inputs:

**Module 1 :** Entrepreneurship Policies, Strategies and Programmes

**Module 2 :** Entry Barriers and Entrepreneurship Education Process

**Module 3 :** Curriculum, Pedagogy and Customization

**Module 4 :** Resource Material, Training Tools and Entrepreneurship Development Cells

**Module 5 :** Capacity Building and Institutionalization of Entrepreneurship Education

**Module 6 :** Exploring Funding Opportunities for Entrepreneurship Education, Development and Research

**Module 7 :** Grooming Entrepreneurs: Soft Skills, Idea Generation, Business Plan, Enterprise Launching and Business Incubation

**Module 8 :** Small Business Management, Corporate Entrepreneurship and Family Businesses

**Module 9 :** Knowledge Management, Documentation and publications of tools and techniques for entrepreneurship education

**Module 10 :** Visits to Entrepreneurship Institutions and Industry

**Benefits to participants:** Participants will be able to:

- Enhance understanding in formulating need-based Entrepreneurship Education Programmes
- Design entrepreneurship development policies, models, and strategies to motivate youth in taking-up entrepreneurial opportunities
- Sensitize students and family business successors in taking up their career to greater heights through entrepreneurship education
- Conduct short duration need-based entrepreneurship development programmes for women entrepreneurs and related stakeholders
- Carry out researches in the field of entrepreneurship development and entrepreneurship education which can be used in designing entrepreneurship related policies
- Attract funding support from prestigious funding agencies from developed economies in organizing entrepreneurship awareness programmes through ED Cells and Business Incubators