**INDIVIDUAL COURSE DETAILS-e itec**

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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]* | 2 weeks  (20 September – 1 October 2021)  Timing: 11.00 A.M. – 4.00 P.M. (ISD) |
| 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:   * Enterprise launching competencies * Enterprise Management competencies * Behavioral competencies |
| G. Course Contents / Syllabus*[please attach course details / profile]* | **COURSE CONTENTS**  **Entrepreneurship and Entrepreneurial quality Development**   * Entrepreneurship, it’s need and relevance for economic empowerment   **Entrepreneurial Motivation Training**   * Characteristics of Entrepreneurs * Dynamics of motivation * Understanding Risk Taking Behavior for Enterprise Development * Understanding Goal Setting Behavior * Achievement planning orientation * Developing Life skills for Entrepreneurs   **Small Business Creation**   * Types of business and self-employment opportunities   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   **Trainers/ Promoter’s Role and Functions**   * Industrial extension-concept, process and methods * Mentoring and Counseling for modernization, diversification/expansion and rehabilitation * Feedback, monitoring and evaluation * Teaching and Training Methodologies |
| H. Mode of Evaluation of performance of the participants | Individual assignment/presentation  Business plan  Action Plan preparation & presentation  Attendance |