Entrepreneurship Development Institute of India
Ahmedabad

ITEC

COURSE CONTENT

NEW ENTERPRISE CREATION AND SKILL UPGRADATION PROGRAMME

A) RATIONALE	Among the many global concerns, one which is a development priority for most countries is the need to facilitate youth access to decent jobs leading to their financial independence. And this can be achieved by promoting entrepreneurship and setting up new enterprises which not only assist in the establishment of new businesses but also inculcate an enterprising spirit among young people. Entrepreneurial competencies facilitate pursuance of business ventures and are considered critical occupational skills in the present-day scenario. The need for this ecosystem is more pertinent now because the COVID-19 pandemic has torn apart the dreams and aspirations of scores of potential entrepreneurs. It is time we gave them the much-needed boost by imparting the right education and providing them with an ecosystem that supports their ongoing growth, upskilling and access to the tools and resources they need to develop their ventures.
B) ELIGIBILITY CRITERIA FOR PARTICIPANTS : I) EDUCATION II) TARGET GROUP III) AGE LIMIT IV) WORK EXPERIENCE	 Graduation with basic knowledge of English language and numerical skills is preferred. The programme is addressed to all those youths who may have latent entrepreneurial potential and are willing to take up the challenges of an entrepreneurial career. 25-45 years Minimum 2 years of experience
C) AIM & OBJECTIVE	The programme is designed to prepare youth for careers as business creators and developers. It will instil in them the ability to identify entrepreneurial opportunities that exist, those that represent untapped markets, and those that can be created by applying existing technologies to new markets. It will train and develop well-rounded first-generation entrepreneurs who can establish and run their own businesses, and will groom the younger generation members of business families and prepare them to take the reigns of the family business. The programme can also be pursued by management professionals who will be equipped with the skills to run start-ups and small businesses as managers. The specific objectives are to guide, impart skill,

	develop and facilitate youth in setting up their own enterprises and not only become self-employed but create jobs for others also.
D) COURSE CONTENT	The following sessions will be delivered during the training phase: <u>Information Inputs</u> Aspects of planning, objective setting, prioritisation, time management etc. will also be addressed in this session. <u>Business Opportunity Guidance</u> To make them aware of opportunity selection structure in the business environment and develop skills for the analysis of business environment. <u>Market Survey and Formulation of Preliminary Business Plan</u>: To help the participants make a prima facie assessment of the viability of business opportunities identified through BoG phase of the programme. <u>Accounting & Book Keeping for Small Businesses</u> To provide the fundamentals of managing business financials. It will include learning how to track expenses, manage payments, and track invoices. <u>Product Costing and Pricing</u> • Conducting cost and pricing analysis of products to evaluate financial viability. • Describe costing implications • Conduct cost and pricing analysis specific to 'export and import services'. <u>Behavioural Inputs</u> Behavioural inputs, better known as Achievement Motivation Training (AMT), are imparted to the participants to develop their entrepreneurial traits such as the need to achieve, risk-taking, initiative taking, etc. <u>Business Plan Preparation</u> To enable the participants to finalise their Business Plans for submitting to funding agencies for financial assistance. <u>Marketing Management (including Digital)</u> The purpose of this session is to enable the participants to adopt an appropriate approach to marketing their services or products.

	Salesmanship & Customer Relationship Management In this session, the participants will get a glimpse of sales and marketing function of a start-up. Business Research and Innovation This session will engage participants to use statistical tools specific to entrepreneurship and generate significant solutions for their ventures. Compliances (Legal System) Related Inputs: In this session, inputs related to global legal aspects will be provided to the participants in order to make them aware of the international obligations involved in establishing and running a small business venture.
E) EXPECTED OUTCOME	At the end of the training, the participants will be able to: • Identify business opportunities in chosen sector / sub-sector and plan and market and sell products / services. • Start a small business enterprise by liaising with different stakeholders. • Effectively manage small business enterprise through marketing promotional campaigns. • Understand the financial aspects of the enterprise.
F) PEDAGOGY	The programme will be delivered using various tools and techniques to hone the knowledge and implementation readiness of participants through interactive lectures, case studies, group discussions, hands-on exercises, real-world applications, etc. The course is designed to provide a first-hand experience of promoting innovations and entrepreneurship, which they can readily implement in their own country.
G) MODE OF EVALUATION OF PERFORMANCE OF THE TRAINEE	While periodic feedback is taken from the participants to improve the quality of inputs, catering services, and other facilities available on campus, on conclusion of the training programme, formal feedback is sought.