

Name of the Course: Entrepreneurship Development Programme

Entrepreneurship can be defined as a business related area where leaders in organizations are not afraid to take risks, tackle innovative solutions in order to boost their business performance and ensure the highest income. Entrepreneurship concentrates on business opportunities exploitation, business plan development and control, start-up establishment, management, team-building, market strategies, human resource management, leadership, innovation, intellectual property, economy, networking, market research, etc.

It has become the better career option for students which not only make them self made persons but also generate employment opportunities for those who are unable to mould into entrepreneurial personalities.

About the Course:

Entrepreneurship development Programme will provide a rigorous immersion into the nature of entrepreneurship and the entrepreneurial process. The main content of is course is coupled with a strong commitment to experiential learning. The course prepares students to run and manage a business. Students have a wide scope of jobs after passing this course.

Objectives of the Course:

1. To develop the skills and competences required for successful entrepreneur.
2. To disseminate the required knowledge of set of inputs which is vital for successful entrepreneur.
3. To groom their entrepreneurial competences.
4. To train for general management practices for becoming successful.
5. To disseminate information regarding role and responsibilities of varies statutory bodies involved while setting up the entrepreneurial venture.

Duration: 30 Hours

Type: Certificate Course

Eligibility: 10+2 or Equivalent

Course Contents:

Sr. No.	Course Component	Key Learning Outcomes	Learning Hours
1	Introduction to Entrepreneurship	Understand, appreciate and develop positive thinking and self – confidence embarking on self – employment/entrepreneurship.	4
2	Knowledge of Achievement Motivation and Positive Psychology	Student is able to appreciate the importance of systematic planning in setting up and managing a business enterprise.	6
3	Ability to develop understanding of self and do SWOT Analysis	Engage in Process of self understanding (to limited extent) through reflection and peer feedback	7
4	Business Opportunities Identification Techniques	Ability to engage in the exercise of indentifying business opportunities in chosen sector/sub – sector/ area of work by gathering and analyzing information from multiple sources	6
5	Conducting Market Survey and Preparation of Business Plan	Skills and ability to conduct market survey in local area on a limited scale and Ability to prepare simple business plan as per given instructions/provided. Student is able to analyze major trends in a given economic sector/sub-sector and identify Business Opportunities	7