

National Young Entrepreneur's Development Center

Two Day's Entrepreneurship Development Programme On how to start your own Business

General Objective of Programme:

- To identify and train the potential entrepreneurs in the region;
- To impart basic managerial knowledge and understanding;
- To provide post-training assistance;
- To develop and strengthen entrepreneurial quality and motivation;
- To analyze the environmental issues related to the proposed project;
- To help in selecting the right type of project and products;
- To formulate the effective and profitable project;
- To enhance industrial development
- To acquire necessary managerial skills required to run the industrial unit.
- To acquaint and appreciate the required social responsibility/ Entrepreneurial discipline.

Specific Objectives

a) Theory

By the end of the course, the students will be able to

- i. Describe the concepts of entrepreneurship, characteristics of entrepreneur, motivation and entrepreneurship and project management
- ii. Gain knowledge and skills in project formulation, project report preparation and evaluation of projects
Explain entrepreneurship development programme, government policies, schemes and incentives for promotion of entrepreneurship and social responsibility of business
- iii. explain the concept and process of supply chain management and understand the importance of women entrepreneurship and problems of women entrepreneurs

b) Practical

By the end of the practical exercises, the students will be able to

- i. Study successful enterprises and develop project proposal .
- ii. Analyze the selected enterprises in terms of their management process and functions through study visits
- iii. Develop the skills of an effective manager through simulated exercises on communication skills
- iv. Prepare and present the project reports

A) Theory Lecture Outlines

1. Concept of entrepreneur, entrepreneurship, functions of entrepreneur
2. Entrepreneurial characteristics, Distinction between an entrepreneur and a manager, entrepreneurship- concept, need and scope
3. Assessing overall business environment in Indian economy, globalization, implications of social, political and economic systems on entrepreneurship
5. Generation, incubation and commercialization of business ideas
6. Role of entrepreneurship in economic development, Motivation and entrepreneurship development, Managing an enterprise
7. Importance of planning, budgeting, monitoring, evaluation and follow up in running an enterprise
8. Researching / managing competition- ways to define possible competitors, competitive information, SWOT analysis-concept, meaning and advantages
9. Venture capital- concept, aims, features, financing steps sources, criteria to provide venture capital finance, Export & Import policies.
10. Forms of business-contract farming, joint venture and public private partnership
11. Government schemes and incentives for promotion of entrepreneurship and government policy on small and medium enterprises

Small business Planning

Market Survey

Project Report preparation

Basic Startup Problem

Appraising Small business opportunities

Project Appraisal techniques

Assessing market opportunities and competition

Financial feasibility analysis

Small business Management Skills

Fundamentals of small business management

Financial management including costing and accounting

Raising funds

Marketing Management

Taxation in India

Legal Business Structure

Sole Proprietorship

Partnership

Corporation

Cooperative

S Corporation

Limited Liability Company

Regulatory Requirements of Business

Statutory Compliances, Clearance & Approval

Banking Process

DIC/Banker Involvement

Venue : Seminar Hall, SOE

Duration : Two day's

Program methodology:

The programmed methodology consists of classroom lectures by various resource persons, E- learning classes and online examination.

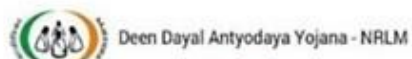
Program Outcome:

This program will provide the opportunity to the youth for optioning Entrepreneurship as the career option. They will be able to avail the benefit of various government sponsor scheme. This program will help the collage benefits in there Academic Monitoring, NBA Accreditation etc..

Suggested Schedule for Two Days Entrepreneurship

Development Program (EDP)

Day	Morning session		Afternoon session	
	Session I	Session II	Session III	Session IV
1 st	Why Entrepreneurship (general concept), Historical background- Indian values vis- à-vis Entrepreneurship and the present scenario, Role & responsibility of student in the Feature development of country	Behavioral aspect of entrepreneurs: Entrepreneurs and Entrepreneurship Characteristic of an Entrepreneur , A Matter of Attitude and Skill, Risk vs. Reward, Basic Startup Problems, Interaction with participant, entrepreneurship- concept, need and scope	Technical aspect of entrepreneurs: B Business Opportunity R Search & Scanning: E How to identify A viable business k opportunity (Techniques of Business idea generation, Creativity & Invention), Converting Ideas into Opportunities, Business Canvasing	Tool & techniques of market survey, Assessing market opportunities and competition, Identify of specific product / Services. Introduction to preparation of viable project report, Group exercise on Preparation of preliminary project report (PPR)
2 nd	Presentation of preliminary project report (PPR) of each groups (Group Activity) , Assessing the Viability of a Business Plan Financial aspect of enterprises : Financial management of enterprises. Project Appraisal techniques Financial feasibility analysis Techniques to raise a fund for your business.	Steps for formation / setting up SSI unit (General concept about the Govt. formalities, rules & regulation, location, and different aspect of an industrial venture), legal formalities for setting up of unit, Various support systems offered by Banks, Financial Institution, DICs, SIDBE. (Govt. Various Schemes and subsidies)	B What is startups, R How to build a E successful star ups- A business, the lean k startup method, How to start a startup, India government Action Plan that addresses all aspects of the Startup ecosystem.	Managerial aspect of enterprises: Marketing strategy and sales techniques, Customer relationship management, Enterprise growth product diversification expansion. Sustainability of an unit; precautions needed, management of working capital.



Government missions, schemes
and other key organizations in
skill development, training
and employment



www.nationalskillsnetwork.in