

ENTREPRENEURSHIP FRAME WORK

Unit 1: All about Entrepreneurship:

- ◆ What is Entrepreneurship?
- ◆ Importance & Relevance of Entrepreneurship
- ◆ Charms of being an Entrepreneur
- ◆ Factors influencing Entrepreneurship

Unit 2: Information on support System:

- ◆ Industrial Terminology
- ◆ Planning a small Scale Enterprise
- ◆ Information on Sources of Support
- ◆ Important Financial Institutions
- ◆ Other Important Agencies

Unit 3: Business Opportunity Identification

- ◆ Classification of Business
- ◆ Environment Scanning : Need Assessment
- ◆ Environment Scanning : Resource Assessment
- ◆ Environment Scanning : Sources of Supply : Analysis
- ◆ Environment Scanning : Policy/Economy Assessment
- ◆ Environment Scanning : Sources of information
- ◆ Project Ideas : Part I
- ◆ Project Ideas : Part II
- ◆ Criteria for Selection of Business Opportunity
- ◆ Project Feasibility : Part I
- ◆ Project Feasibility : Part II
- ◆ Final Selection of Appropriate Business Opportunity

Unite 4: Market Assessment:

- ◆ Market Assessment : Need and Relevance
- ◆ Market Assessment : Tools and Techniques
- ◆ Method of Market Survey
- ◆ Sources of Market Information
- ◆ Preparation of Market Survey Report
- ◆ Use of Market Survey Report in Selecting the Product

Unit 5: Entrepreneurial Motivation:

- ◆ Entrepreneurial Motivation : Introduction
- ◆ Exploring Self
- ◆ Self Assessment – Part I
- ◆ Self Assessment – Part II
- ◆ Systematic Planning
- ◆ Entrepreneurial Competencies
- ◆ Goal Setting
- ◆ Team Building
- ◆ You Too Can Do It : Part I
- ◆ You Too Can Do It : Part II
- ◆ You Too Can do It : Part III
- ◆ You Too Can Do It : Part IV
- ◆ You Too Can Do It : Part V
- ◆

Unit 6: Business Plan Preparation and project Finance

- ◆ Business Plan : Need And Relevance
- ◆ Importance and Specification of a project
- ◆ Market Feasibility : Part I
- ◆ Market Feasibility : Part II
- ◆ Market Feasibility : Part III
- ◆ Market Feasibility : Part IV
- ◆ Technical Feasibility : Part I
- ◆ Technical Feasibility : Part II
- ◆ Technical Feasibility : Part III
- ◆ Technical Feasibility : Part VI
- ◆ Financial Viability : Part I
- ◆ Financial Viability : Part II
- ◆ Financial Viability : Part III
- ◆ Financial Viability : Part IV
- ◆ Strategic Planning : Part I & II
- ◆ Implementation Schedule
- ◆ Lone Application & Disbursement Formalities
- ◆ Other Relevant Procedures & Formalities

Unit 7: Small Business Management – Part 1:

- ◆ Managerial Strategies for Small Business
- ◆ General Management in Small Business

- ◆ Managing External Environment
- ◆ Planning for Success in Small Business
- ◆ Crises Management in Small Business : Part I
- ◆ Crises Management in Small Business : Part II
- ◆ Crises Management in Small Business : Part III
- ◆ Crises Management in Small Business : Part IV
- ◆ Crises Management in Small Business : Part V
- ◆ Communication Skills
- ◆ Negotiation : Strategies & Tactics
- ◆ Problem Solving and Decision Making
- ◆ Economics for Small Business : Part I & II

Unit 8: Small Business Management – Part II

- ◆ Production Management in Small Business
- ◆ Quality Management in Small Business
- ◆ Time Management in Small Business
- ◆ Value Orientation in Management
- ◆ Personnel Recruitment in Small Business
- ◆ Personnel Management in Small Business
- ◆ Self Management in Small Business

Unit 9: Small Business Management: Part III

- ◆ Marketing Management in Small Business : Part I
- ◆ Marketing Management in Small Business : part II
- ◆ Marketing Management in Small Business : Part III
- ◆ Marketing Management in Small Business : Part IV
- ◆ Marketing Management in Small Business : Part V
- ◆ Marketing Management in Small Business : Part VI
- ◆ Financial Management in Small Business : General
- ◆ Financial Management in Small Business : Book Keeping &
Account
- ◆ Financial Management in Small Business : Balance Sheet And profit
& Loss Account
- ◆ Costing and Pricing in Small Business
- ◆ Assessment of Working Capital Requirement
- ◆ Management of Working Capital

Unit 10: Statutory Requirements:

- ◆ Labour Related Requirements
- ◆ Introduction of Commercial Laws
- ◆ Tax Related Requirements

- ◆ Industry specific Requirements

Unit 11: Study Material on Current Business Aspects:

- ◆ Business Ethics
- ◆ Export Environment procedure & Documentation
- ◆ Venture Capital Financing
- ◆ Franchising
- ◆ Totally Quality Management
- ◆ Strategic Planning
- ◆ Information Technology & New Modes of Communication
- ◆ Environment & pollution Control
- ◆ Institutional Support & Sources of information

Training Modules for all Round Personality Management for Entrepreneurs:

- ◆ Ambition
- ◆ Cleanliness
- ◆ Contentment
- ◆ Courage
- ◆ Creativity
- ◆ Determination
- ◆ Dignity of Labour
- ◆ Diligence
- ◆ Discernment
- ◆ Excellence
- ◆ Honesty
- ◆ Maturity
- ◆ Repentance
- ◆ Responsibility
- ◆ Service
- ◆ Sharing
- ◆ Sportsmanship
- ◆ Sympathy
- ◆ Team Spirit
- ◆ ToleranceDetachment
- ◆ Faith
- ◆ Loyalty
- ◆ Obedience
- ◆ Perseverance
- ◆ Patience
- ◆ Self Reliance
- ◆ Regularity

- ◆ Accountability
- ◆ Courtesy
- ◆ Dutifulness
- ◆ Forgiveness
- ◆ Friendship
- ◆ Justice
- ◆ Love
- ◆ Hope
- ◆ Self Confidence Patience
- ◆ Simplicity
- ◆ Renunciation
- ◆ Prayer
- ◆ Patriotism
- ◆ Concern for environment
- ◆ Dialogue
- ◆ Freedom
- ◆ Gratitude
- ◆ Hospitality
- ◆ Magnanimity
- ◆ No – Violence
- ◆ Purity
- ◆ Power