

Secondary Course

Entrepreneurship

CURRICULUM

1. Rationale

Entrepreneurs are the key drivers of innovation, creating employment and developing a country's economy. The idea for starting one's own business should be inculcated early in life. In India, many young people are leaving high paying jobs and choosing entrepreneurship as a career. The Government of India and state governments are creating a supportive entrepreneurial ecosystem and providing incentives and infrastructural facilities through the single window system. This has resulted in improvements in India's place in the world ranking of Ease of Doing Business. Entrepreneurship is all about starting, designing, launching and managing a business enterprise. Innovation is important to sustain and improve any business enterprise. With this spirit, the entrepreneurship course has been initiated for the secondary level to provide learners with a basic understanding of entrepreneurship and choosing enterprise as a career.

2. Objectives

This course will help develop the understanding of entrepreneurship as a discipline. The objectives of the subject should be to enable the learners to:

- understand the meaning, types and characteristics of entrepreneurship;
- motivate learners to opt for entrepreneurship as a career;
- appreciate the importance of innovation and value addition;
- know the concepts and theories of motivation;
- understand the process of idea to enterprise; and
- familiarise with entrepreneurial eco-system and government support.

3. Course Structure

Name of the Lesson	Marks	Hours
Module 1 Entrepreneurship	20 marks	45 hours
1. Introduction to Entrepreneurship		
2. Entrepreneur		
3. Importance of Entrepreneurship		

Name of the Lesson	Marks	Hours
Module 2 Creativity and Innovation 4. Creativity: A Necessity for Entrepreneurial Success 5. Need for Innovation and Value Addition 6. Entrepreneur as an Innovator and Problem Solver	12 marks	25 hours
Module 3 Entrepreneurial Motivation 7. Entrepreneurial Values and Motivation 8. Achievement Motivation 9. Successful Entrepreneurs	18 marks	40 hours
Module 4 Entrepreneurial Opportunities 10. Idea Generation 11. Setting up an Enterprise 12. Resource Mobilisation	25 marks	50 hours
Module 5 MSME and Entrepreneurial Ecosystem 13. MSMEs 14. Whom to Approach for What 15. Government Schemes for Entrepreneurs 16. Introduction to incubation 17. E- resources	25 marks	50 hours
Module 6 Project Work 18. Project Work		30 hours
Total	100 Marks	240 hours

4. Medium of Instruction

English (The course shall be translated in Hindi and regional mediums)

5. Evaluation

Evaluation for this subject would consist of internal evaluations through Tutor Marked Assignments (TMA) and external examination. The external examinations will be conducted twice a year i.e. in the months of April and October. TMA will be treated as a learning tool. It will enable the learners to know their progress and to prepare well for the examination. The project work will help the learners in developing required skills to understand various aspects of entrepreneurship and make it meaningful in their life. Besides the above strategies of evaluation, certain inbuilt components for self evaluation in the form of Intext Questions, Terminal Questions and Activity for learners would also be provided in each lesson.

6. Evaluation Procedure

Term End Examination (TEE) – 100 Marks

Tutor Marked Assignment (TMA) – 20% of Theory

Pass Criteria 33% in theory

7. Course Description

Module 1 Entrepreneurship

Entrepreneurship is the act of being an entrepreneur. On completion of this module, the learner will be able to understand the concept and definition of entrepreneurship, its types and functions, ethics, values of entrepreneur and importance of entrepreneurship. You shall also learn about the qualities of entrepreneurs.

Lesson 1 Introduction to Entrepreneurship

- Meaning and definitions
- Characteristics of entrepreneurship
- Types of Entrepreneurship
- Self-employment
- Livelihood
- Comparison between job and entrepreneurship
- Entrepreneurship as a career option

Lesson 2 Entrepreneur

- Who is an entrepreneur?
- Qualities of an entrepreneur
- Types of entrepreneurs
- Charms of being an entrepreneur
- Functions of an entrepreneur
- Case study

Lesson 3 Importance of Entrepreneurship

- Socio-economic development
- Employment generation
- Balanced regional development

Module 2: Creativity and Innovation

Creativity is the ability to develop new ideas and to discover new ways of looking at problems and opportunities. Innovation is the ability to apply creative solutions to problems and opportunities to enhance people's lives or to enrich society. This module will enable the learners to understand creativity and innovation. Further, it will help to understand value addition through innovation. Accounts of successful entrepreneurs may motivate learners. A brief introduction to IPR has been incorporated.

Lesson 4 Creativity: A Necessity for Entrepreneurial Success

- Concept of Creativity
- Techniques of enhancing Creativity
- Hindrances to Creativity

Lesson 5 Need for Innovation and Value Addition

- Idea, Invention, Innovation
- Creativity Vs Innovation
- Invention Vs Innovation
- Value Addition
- IPR

Lesson 6 Entrepreneur as an Innovator and Problem Solver

- Agriculture
- Health Care
- Education
- Hygiene
- Automobile
- Information Technology
- Textiles

Module 3: Entrepreneurial Motivation

Entrepreneurial motivation includes various factors which stimulate desire and activate enthusiasm in entrepreneurs to make them attain a particular goal. This module focuses on entrepreneurial values, attitude, motivation and ethics. Different concepts of motivation have been briefly introduced, with case studies of successful entrepreneurs.

Lesson 7 Entrepreneurial Values and Motivation

- Values, Attitude and Motivation
- Ethics

Lesson 8 Achievement Motivation

- McClelland Theory
- Maslow's Hierarchy of Needs Theory
- Locus of Control
- SWOT/Self Analysis

Lesson 9 Successful Entrepreneurs

- Rural Entrepreneurs
- Women Entrepreneurs

- SC, ST and OBC Entrepreneurs
- First Generation Entrepreneurs
- PWD Entrepreneurs
- Agricultural Entrepreneurs
- Social Entrepreneurs

Module 4: Entrepreneurial Opportunities

An entrepreneur has to be quick in recognising business opportunities. This module deals in a systematic manner with the process of converting an idea into an enterprise. The learner will be able to understand techniques of idea generation, steps for setting up an enterprise and mobilising resources to start an enterprise.

Lesson 10 Idea Generation

- Needs, Wants, Demand
- Techniques of Idea Generation
 - Brainstorming
 - Review of Literature
 - Gap Analysis
- * Converting Challenges into opportunities: Case Study

Lesson 11 Setting up an Enterprise

- Forms of Business Enterprise
- Project Report
 - Feasibility Study
- Legal Compliances
- Registration of an Enterprise (UAM)

Lesson 12 Resource Mobilisation

- Concept of Resource
- Types of Resources(5 Ms)
- Sources of funds
 - traditional sources
 - modern sources

Module 5: MSME and Entrepreneurial Ecosystem

Micro, small and medium enterprises are playing a key role in GDP and generation of employment in our country. This module explains the entrepreneurial support ecosystem. Learners will be able to understand MSMEs, key stakeholders, government support for setting an enterprise.

Lesson 13 MSMEs

- Definition of Manufacturing and Service Sector

- Definition of MSME
- Ease of Doing Business

Lesson 14 Whom to Approach for What

- Selection of a project
- Registration
- Finance
- Technical
- Training
- Infrastructure
- Raw material
- Plant and machinery
- Marketing information

Lesson 15 Government Schemes for Entrepreneurs

- PMEGP
- MUDRA
- Stand up
- National SC/ST Hub

Lesson 16 Introduction to incubation

- Concept
- Functioning of incubation centres
- Incubation centres in India

Lesson 17 E-resources

- UdyamiMitra
- Start upIndia
- Mobile Apps

Module 6: Project Work: Plan for starting your own business

After completing the course, the learner will be able to identify a business opportunity in the locality and create a business plan for the same. (A sample template is annexed next page.)

An entrepreneur need not to go into the integrities of creating a business plan. You just need the right entrepreneurial attitude to be successful. You may visit www.udyami.org.in/projectreports and [www.kviconline.gov.in/pmegp/pmegpweb/docs/jsp/newproject Reports.jsp](http://www.kviconline.gov.in/pmegp/pmegpweb/docs/jsp/newproject%20Reports.jsp) to explore more business plan templates. A sample template is annexed herewith.

Also you may take help from Local Nationalised Banks, District Industries Officials, EDC Cells, Incubation Centres or Chartered Accountants, as a good business plan may help you make important and informed business decisions.