

**Framework of “IT Awareness & Entrepreneurship
Development” Program under WISH Scheme for Women
Candidates in Punjab**

**Course Name: Certificate Course in IT Awareness & Entrepreneurship
Development” (C19)**

**Eligibility: Appeared 12th or Final year students from IT/Degree/Engineering/Polytechnic
Colleges or Post Graduate Institutions (As per Scheme)**

Total Duration : 20 Hrs ie Two weeks (2 Hrs per Day)

Unit 1: IT Awareness

Day : 1

- MS-Office
- Software Usage (Acrobat Reader, Scanning of documents, picture etc, Win Zip, Photo Editor/Any Software related to Photo Editing)
- Internet Essentials

Unit 2: Entrepreneurship: What, Why and How

Day : 2

- Entrepreneurship- Concept, Functions, Need and Importance.
- Myths about Entrepreneurship
- Pros and Cons of Entrepreneurship
- Process of Entrepreneurship.

Unit 3: An Entrepreneur

Day : 3

- Types of Entrepreneurs
- Competencies and Characteristics; Ethical Entrepreneurship.
- Entrepreneurial Value: Values, Attitudes and Motivation.
- Mindset of an Employee and an Entrepreneur- Difference
- Intrapreneur: Importance in Any Organization.

Unit 4: Entrepreneurship Journey

Day : 4

- Self Assessment of Qualities, Skills, Resources and Dreams.

- Generation of Ideas.
- Feasibility Study
- Opportunity Assessment
- Business Plan Preparation
- Execution of Business Plan
- Role of Society and Family in the growth of an entrepreneur.
- Challenges faced by women in Entrepreneurship.

Unit 5: Entrepreneurship as Innovation and Problem Solving Day : 5

- Entrepreneurs- as problem solvers.
- Innovations and Entrepreneurial Ventures.
- Social Entrepreneurship-Concept and Importance
- Risk taking-Concept; types of business risks.
- The role of technology/ social media in creating new forms of firms, organizations, networks and cooperative clusters.
- Barriers to Entrepreneurship.
- Support structure for promoting entrepreneurship (various government schemes).

Unit 6: Understanding the Market Day : 6

- Market- Traditional and E-commerce- Concept and Role
- Types of Business: Manufacturing, Trading and Services.
- Market Forces: Sellers, consumers and competitors.
- Expanding Markets: Local to global, Strategies needed.
- Marketing Mix: Concept and Elements.
- Pricing and Factors affecting pricing.
- Market Survey: Concept, Importance and Process.

Unit 7: Business Arithmetic Day : 7

- Simplified Cash Register and Record Keeping
- Unit of Sale, Unit Price and Unit Cost - for single product or service
- Types of Costs - Start up, Variable and Fixed
- Income Statement
- Cashflow Projections
- Break Even Analysis - for single product or service
- Taxes

Unit 8: Resource Mobilization

Day : 8

- Types of Resources - Human, Capital and other Resources
- Selection and utilization of human resources and professionals like Accountants, Lawyers, Auditors, Board Members, etc.
- Role and Importance of a Mentor
- Estimating Financial Resources required.
- Methods of meeting the financial requirements.
- Size and capital based classification of business enterprises.
- Various sources of Information

Unit 9 : Project Work

Day : 9 & 10

1. Case Study
2. Field Visit
3. Learn to earn