





## TABLE OF CONTENTS

<b>1. Curriculum</b>	<b>01</b>
<b>2. Trainer Prerequisites</b>	<b>04</b>
<b>3. Annexure: Assessment Criteria</b>	<b>05</b>



Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p><b>Introduction to Entrepreneurship</b></p> <p><b>Theory Duration</b> (hh:mm) (00:45)</p> <p><b>Practical Duration</b> (hh:mm) (00:45)</p>	<ul style="list-style-type: none"> <li>Define the concept of entrepreneurship</li> <li>List the roles and responsibilities of an entrepreneur</li> <li>State the advantages of Entrepreneurship</li> <li>Describe the types of entrepreneurship and enterprises</li> <li>Identify key entrepreneurial skills and attitudes</li> </ul>	<p>Training Kit (PowerPoint, Trainer Guide) Computer systems</p>
2	<p><b>Identification and Assessment of Entrepreneurial Opportunity</b></p> <p><b>Theory Duration</b> (hh:mm) (00:45)</p> <p><b>Practical Duration</b> (hh:mm) (01:00)</p>	<ul style="list-style-type: none"> <li>Differentiate between self-employment and entrepreneurship</li> <li>Identify relevant opportunities for setting up a business</li> <li>Follow the steps for identifying opportunities for potential business</li> <li>Explain the concept of competition analysis</li> <li>Apply the principles of competition analysis for assessing opportunities for potential business</li> <li>Select the most suitable business opportunity by applying the principles of competition analysis</li> </ul>	<p>Training Kit (PowerPoint, Trainer Guide) Computer systems</p>
3	<p><b>Undertaking Business Planning Activities</b></p> <p><b>Theory Duration</b> (hh:mm) (05:00)</p> <p><b>Practical Duration</b> (hh:mm) (08:45)</p>	<ul style="list-style-type: none"> <li>Describe the 4Ps of Marketing-Product, Price, Place and Promotion</li> <li>Apply the 4Ps of Marketing to the selected business opportunity</li> <li>Create a resource plan such as human resources, raw material, machinery, equipment, tools, etc. for the selected business opportunity</li> <li>Differentiate between fixed and variable costs</li> <li>Explain the basic process of accounting</li> <li>Recognize basic financial documents such as P&amp;L statement, Balance Sheet, etc.</li> <li>Explain the concept of working capital</li> <li>Define customer base for the selected business opportunity</li> <li>Identify the key value proposition for the selected customer base</li> <li>Formulate target customer experience for the selected customer base</li> <li>Identify the principles governing Customer Relationship Management for the selected customer base</li> </ul>	<p>Training Kit (PowerPoint, Trainer Guide) Computer systems</p>



## Trainer Prerequisites for NOS: “ Plan for Basic Entrepreneurial Activity” MEP/N9996

Sr. No.	Area	Details
1	<b>Description</b>	The trainer is required to deliver the program on “Plan for Basic Entrepreneurial Activity” MEP/N9996
2	<b>Personal Attributes</b>	Detail oriented, Expertise on the subject
3	<b>Minimum Educational Qualifications</b>	Graduate in any discipline
4a	<b>Domain Certification</b>	Certified for NOS: “Plan for Basic Entrepreneurial Activity” MEP/N9996. Minimum accepted score is 80%
4b	<b>Platform Certification</b>	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/Q0102”. Minimum accepted as per respective SSC guidelines is 80%.
5	<b>Experience</b>	3-5 years of experience

## Annexure: Assessment Criteria

### Criteria for Assessment of Trainees

Compulsory NOS					
Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out of	Theory	Skills Practical
MEP/N9996 Plan for Basic Entrepreneurial Activity	PC1.identify different types of Entrepreneurship and Enterprises	100	5	2	3
	PC2.use various techniques and approaches to discover opportunities for potential business		6	3	3
	PC3.develop and assess ideas and opportunities for potential viable business, suited to own capabilities		10	4	6
	PC4.undertake competition analysis to assess business opportunities		10	4	6
	PC5.create a basic, rudimentary business plan involving 4 Ps of marketing - product, price, place, & promotion		10	4	6
	PC6.identify various schemes available for supporting the business and include in the basic business plan		10	4	6
	PC7.research and identify sources of funding and include in the basic business plan		10	4	6
	PC8. identify risks related to the business and develop plans to minimize risk		10	4	6
	PC09.identify regulatory/statutory and other rules or guidelines applicable to proposed line of business and include in the basic business plan		6	2	4
	PC10.develop a resource plan for the business and costs the same		6	2	4
	PC11.define customer base, key value proposition and targeted customer experience		6	2	4
	PC12.use success and failure stories of other Entrepreneurs and ventures to extract relevant lessons for self-development as an Entrepreneur		3	1	2
	PC13.identify avenues for relevant skills and knowledge development for oneself in preparation for entrepreneurial activity		4	2	2



	PC14.identify personnel who can support own development, by providing guidance and feedback		4	2	2
		<b>Total</b>	<b>100</b>	<b>40</b>	<b>60</b>