

ENTREPRENEURSHIP DEVELOPMENT CELL
VISVESVARAYA TECHNOLOGICAL UNIVERSITY
"Jnana Sangama", Belgaum-590 018

TRAINERS' TRAINING PROGRAMME
ON

"Business Opportunities & First Generation Entrepreneurs"

21st to 26th February, 2011

at – Dr. M V Shetty Institute of Technology, Vidyanagar , NH-13 Moodabidri: 574 225

THE NEED

Each engineering college produces Technocrats, but not Entrepreneurs, putting graduates in search of jobs in the competitive and shrinking job market, making them dependent. Transforming a technically qualified technocrat to an entrepreneur would be much easier, if each engineering college has a planned approach, in inspiring the students to take up entrepreneurial career.

Engineering colleges have expert faculty members in different branches of engineering, good Laboratory/ Library / Digital Library and computing facilities and few local industries around in general. Such an environment is quite encouraging for engineering students to develop into entrepreneurs, provided they are guided on Entrepreneurial Motivation Training, Entrepreneurial Opportunities, Business Environment Scanning, Technology Changes, Marketing, Business Plan Preparation, etc.

VTU EDC Cell organizes The Trainers' Training Programme for faculty of engineering colleges, for each region separately. Five such programmes are already organized for engineering colleges, affiliated to VTU Belgaum since 2006-07. The first programme was organized, for Mysore Region between 4th & 9th December 2006, at Bapuji Institute of Engineering & Technology, Davangere, the second programme was conducted at BNMIT Bangalore, between 12th & 17th February 2007, the third programme was organized at MSRIT Bangalore for all Regions between 23rd to 28th April 2007, fourth was arranged, between 18th & 23rd July 2009 at BIET, Davangere for Belgaum and Gulbarga Regions and fifth program was organized at Bangalore Institute of Technology, V V Puram, Bangalore from 9th to 14th August, 2010. Now sixth program is **organized at Dr. M V Shetty Institute of Technology, Vidyanagar , NH-13 Moodabidri: 574 225**

SCOPE

- Learn basically what Innovation is and develop creativity.
- Acquire the basic skills needed to research and assess a market.
- How to conduct and analyze market research to make decisions
- Learn various types of projections needed for checking the financial viability of the project.
- Become aware of the Various Support Agencies for the Entrepreneurs.
- Become aware of the importance of Quality Control and it's Management
- Learn what is a business plan, its elements, and how do they fit together.
- Understand stepwise approach in setting up an Entrepreneurship Development Cell.

OBJECTIVE:

- To Create Change Agents who can spot potential talent for Entrepreneurs and motivate them to acquire skills and conceive Projects / Proposals, to start their own Enterprise.

BENEFITS

- The faculty will become an expert "Trainer-cum Motivator", capable of developing an entrepreneurial culture in their colleges.

- The faculty will be able to identify and guide prospective Entrepreneurs from among the students, train and motivate them, to set up their own enterprises, with the assistance/guidance of VTU-EDC.
- The faculty will be able to plan, propose and establish ED Cells in their respective colleges, with the support of DST, and also the students to prepare project proposals.
- The faculty trained through this programme, will be more comfortable, to handle the Entrepreneurship Subjects, which is introduced as a core course in the undergraduate programs.

PROFILE OF EXPERT FACULTY:

Expert Faculty for the Programme are being drawn from IIPM, Bangalore; Bangalore Stock Exchange Ltd., Bangalore; Entrepreneurship Development Institute of India, Bangalore; Consultancy Agencies; Financial Institutions , Professional Trainers, Successful Entrepreneurs and Industrialists etc.

TRAINING METHODOLOGY:

- Class Room Interaction.
- Individual Presentations.
- Case Studies.
- Business Games.
- Group Exercises.
- Personality Test Instruments.

WHO CAN ATTEND

Teachers and faculty members of engineering colleges preferably EDC's/STEPS's and others who are interested are also eligible for participation in the programme.

REGISTRATION FEE

Subsidized registration fee of **Rs. 1,000/-**, per participant. The fee includes Course Kit, Tea and Lunch . The Registration/Delegate Fee may be paid through DD in favor of **"The Finance Officer, VTU,"** payable at **Belgaum**

PROGRAMME SCHEDULE

21st to 26th February, 2011

VENUE

Dr. M.V. Shetty Inst. of Tech. Moodabidri

HOW TO APPLY

The enclosed Registration form, duly filled in, must reach on or before **17th February 2011** to the address mentioned below. Please also mail the same to aashurich@gmail.com

**The Registrar,
Visvesvaraya Technological University,
"Jnana Sangama", Machhe,
Belgaum- 590 018**

Please Contact for further information:

Prof. A.N Joshi.

Special Officer (EDC)

Ph: 0831-2498173(O), (M): 9964267106

**Entrepreneurship Development Cell,
Visvesvaraya Technological University, "Jnana Sangama", Belgaum.
Phone: 0831-2498173, E-mail: edc@vtu.ac.in**

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ON

“Business Opportunities & First Generation Entrepreneurs”

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Date	Sessions	Time
Day 1 21//02/11 Monday	Registration & Inauguration	09.30 AM to 10.30 AM
	How to motivate students for Entrepreneurship?	11.00 AM to 12.15 PM
	How to motivate students for Entrepreneurship? ..Cont.	01.15 PM to 2.30 PM
	Business Opportunities...	2.45 PM to 04.00 PM
Day 2 22/02/11 Tuesday	Business Opportunities & Idea gereration-	09.30 AM to 10.45 AM
	Business Opportunities & Idea gereration .cont..	11.00 AM to 12.15 PM
	Competencies for Entrepreneurs...	01.15 PM to 2.30 PM
	Competencies for Entrepreneurs - Contd...	2.45 PM to 04.00 PM
Day 3 23/02/11 Wednesday	Business Plan	09.30 AM to 10.45 AM
	How to write Business Plan ?	11.00 AM to 12.15 PM
	Sources of Capital, Structuring of debt,	01.15 PM to 2.30 PM
	Sources of Capital, Structuring of debt. Cont..	2.45 PM to 04.00 PM
Day 4 24/02/11 Thursday	Time Management Skills for Entrepreneurs	09.30 AM to 10.45 AM
	Time Management Skills for Entrepreneurs.Cont..	11.00 AM to 12.15 PM
	Vital Communication Skills for Corporate	01.15 PM to 2.30 PM
	Vital Communication Skills for Corporate. Cont..	2.45 PM to 04.00 PM
Day 5 25/02/11 Friday	Ideas & Nurturing for Entrepreneurs	09.30 AM to 10.45 AM
	Case study	11.00 AM to 12.15 PM
	Bad Idea to good ideas	01.15 PM to 2.30 PM
	Technological Innovations	2.4 5 PM to 04.00 PM
Day 6 26/02/11 Saturday	Idea Generation to Opportunity Evaluation	09.30 AM to 10.45 AM
	Idea Generation to Opportunity Evaluation.cont..	11.00 AM to 12.15 PM
	Success Stories of Entrepreneurs	01.15 PM to 2.30 PM
	Panel Discussion & Valediction	2.45 PM to 04.00 PM

SPECIAL OFFICER
Entrepreneurship Development Cell

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VISVESVARAYA TECHNOLOGICAL UNIVERSITY

REGISTRATION FORM

1. Name :
2. Name of the College :
3. Age : Sex: M / F
4. Qualifications :
5. Designation :
6. Department :
7. Address for Communication: _____

8. Phone : (O): (R):
(Mobile):
E-mail:
10. Payment Detail : Amount: Rs. 1,000/- DD No: _____

Date:

Signature of the Candidate

Signature of Head of the Institution with Seal

