



ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ସମ୍ବଲପୁର, ଓଡ଼ିଶା  
Odisha State Open University, Sambalpur, Odisha  
Established by an Act of Government of Odisha.

## Name of the Module: **Entrepreneurship Development**

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### **Objectives and Outcomes**

This module has been designed to enable learners to embark on paths of entrepreneurship through critical thinking, and innovation. The objective of this module is to make the learners understand the role and contribution of entrepreneurs to the society as well as the economy. This module intends to develop critical appreciation and impart effective entrepreneurial skills on the learners. This module will make the learners aware of the opportunities, challenges entrepreneurs face and the facilities provided by various government and non-government agencies in taking ideas to the masses. After successful completion of this module the learners will be able to identify business opportunities, synthesise ideas in to definite action plans, and communicate or present the ideas to others.

**Course Type:** Skill based, value-added and non-credit course

**Duration:** 3 months (12 weeks)

**Fees:** ₹ 500/- only

### **Pedagogy**

Online (Moodle based, LMS driven, Smart eLearning platform). Learners can access the contents of the subsequent weeks only after successful completion of the contents of the preceding week after 1st week. Limited live virtual classes and local counselling sessions will also be held. Digital certificates are to be provided to the learners after successful completion. No mark sheet or grade sheets are to be provided.

### **Evaluation**

- Weekly online quiz test – Successful completion of one week’s quiz will unlock the course content for the next week.
- Term end evaluation – Will be conducted at the last (ideally the 12<sup>th</sup> week) which might include components like written test, presentations, seminar, case analysis, viva-voce etc.

Successful completion of both the above will lead to certification.

## Study Resources

Soft copies of the Self Learning Materials, case studies and audio / video lectures.

## Eligibility Criteria

+2 pass (in any discipline)

## Course Content

The course is divided into four blocks and each block has two units. The details are furnished below.

<b>Block-1</b>	<b>Introduction to Entrepreneurship</b>	
	Unit-1	Entrepreneurship Essentials
	Unit-2	Entrepreneurial Characteristics, Skills and Competencies
<b>Block-2</b>	<b>From Idea to Market</b>	
	Unit-1	Market Assessment Tools and Techniques
	Unit-2	Strategic Support System
<b>Block-3</b>	<b>Business Plan Preparation</b>	
	Unit-1	Business Plan Preparation and Project Financing
	Unit-2	Feasibility Analysis
<b>Block-4</b>	<b>Institutional Assistance and Support System for Entrepreneurs</b>	
	Unit-1	Business Incubation Centre
	Unit-2	Start-up Policy Framework and Incentives