



SUBJECT : ENTREPRENEURSHIP DEVELOPMENT
CLASS : VI SEM BBA

PREPARED BY

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A) Pre-training Phase:-

The activities and preparations required to launch the programme come under this phase.

It includes:-

1. Designing of Course Curriculum or Contents.
2. Exploring & Selecting appropriate faculty and resource persons.
3. Insertion of advertisement.
4. Screening & selection of potential entrepreneurs.



B) Training Phase

The main objective of this phase is to bring desirable change in the behavior of trainees.

The behavioral changes that need to be measured and monitored through the training programme are :-

- a) Raising the motivation level of entrepreneurs.**
- b) Developing a goal directed behavior pattern.**
- c) Raising positive thinking & belief.**



B) Training Phase(contd.)

- d) Arousing and raising change oriented innovative psych.**
- e) Arousing & raising a psyche of risk-seeker.**
- f) Developing a high degree of self-confidence.**
- g) Developing a psyche of responsibility seeker.**
- h) Developing a strong sense of perseverance & commitment.**



C) Post-Training Phase:-

This phase involves the assessment to judge how far the objectives have been achieved.

The purpose behind EDP follow-up is to:-

- a) Review the pre-training work.**
- b) Review the process of training programme.**
- c) Review past training approach.**

Evaluation of EDP:-

The following main criteria can be employed to comment on the performance of entrepreneurs:-

- i. Financial Results.**
- ii. Gestation Period.**
- iii. Capacity Utilization.**
- iv. Expansion and Diversification.**
- v. Value Addition.**
- vi. Other Factors.**