



Ministry of Skill Development & Entrepreneurship

Introduction to the Entrepreneurship Program under PM-YUVA Yojana at SBSEC Centre

In order to promote and encourage budding entrepreneurs, SBSEC has collaborated with PM-YUVA Yojana, the flagship scheme of the Ministry of Skill development & Entrepreneurship.

PM-YUVA Yojana aims to create an enabling ecosystem for entrepreneurship development through entrepreneurship education & training, advocacy, and easy access to entrepreneurship network. The project also aims to promote development of social enterprises for inclusive growth. The project will be implemented in collaboration with Wadhvani Foundation, a California (USA) based non-profit public benefit corporation for duration of five years.

Aim of the Scheme

- To educate and equip potential and early stage entrepreneurs by providing Entrepreneurship education and training through Massive Open Online Courses (MOOCs), designed and developed by national and international experts.
- To mobilise upcoming entrepreneurial talent and connect it to networks of ideas, mentors and funding, thereby providing them an easy platform to succeed on the path of entrepreneurship.
- To catalyse a culture shift to encourage entrepreneurship through state and national level interactions with stakeholders and international linkages through internship opportunities and exchange trips to global entrepreneurship hubs.

Methodology

- The scheme is conceptualized with the idea of providing an E-learning platform to deliver the entrepreneurship education/ training.
- The entire course material will be easily accessible online providing equal opportunity to benefit all the aspiring entrepreneurs.
- The faculty facilitators are well trained and equipped to provide the required guidance to all the candidates.
- Students will be required to pass an online test at the end of each module.

Learning Methods

Videos and quizzes through the on-line Learning Management System (LMS); Classroom learning through an experienced Facilitator/Faculty on campus (Videos, In-class Activities, Outbound Activities); Assignments and Projects; and Practical Experiences including challenges, internships and apprenticeships.

Course / Curriculum Modules

WFNEN 100 Orientation Program in Entrepreneurship (Orientation)

WFNEN 101 Basic Program in Entrepreneurship (Discover)

WFNEN 102 Foundation Program in Entrepreneurship (Practice)

WFNEN 103 Intermediate Program in Entrepreneurship (Startup)



WFNEN 100

ORIENTATION PROGRAMME IN ENTREPRENEURSHIP: ORIENTATION

30 Hours, to be taken over one semester. Students' time commitment will be 2-3 hours per week, depending upon semester duration.

Learning Outcome: At the end of the course, the students will:

- Develop awareness about entrepreneurship and successful entrepreneurs.
- Develop an entrepreneurial mind-set by learning key skills such as design, personal selling, and communication.
- Understand the DNA of an entrepreneur and assess their strengths and weaknesses from an entrepreneurial perspective.

Topics to be covered:

- What is Entrepreneurship?
- How has Entrepreneurship changed the world?
- Entrepreneurial DNA, traits, and gap analysis
- What are E-cells?
- Why join an E-cell?
- Entrepreneurial Success Stories
- Creative and Design Thinking
- Communication
- Personal Selling: Show and Tell

- Risk-taking and Resilience

WFNEN 101

BASIC PROGRAMME IN ENTREPRENEURSHIP: DISCOVER

40 Hours, to be taken over one semester. Students' time commitment will be 3-4 hours per week, depending upon semester duration.

Learning Outcomes: At the end of the course, the students will be able to:

- Further discover their strengths and weaknesses in terms of qualities and traits required to be a successful entrepreneur in the context of a founding team.
- Identify gaps in terms of qualities and traits required to be an entrepreneur, if any, and make a personal action plan to close those gaps.
- Develop the entrepreneurial mind-set further in terms of acquiring a business focus, creative thinking, risk-taking ability, and more.
- Learn about opportunity discovery and evaluation of viable business ideas for new venture creation.
- Practice critical talents and traits required for entrepreneurs such as problem solving, creativity, communication, business math, sales, and negotiation.
- Start customer development, validate their ideas, and learn what prototyping is.
- Understand the value of mentorship in the success of an entrepreneur and their ventures.

Topics to be covered:

- Self-Discovery
- Customer Development
- Idea Generation techniques
- Opportunity Discovery
- Concept of prototyping
- Idea Validation (Product-Market Fit)
- Early attempts to sell the product or service
- Understand customer perspective of how the proposed product/solution will be used, value perception
- Early insights on customer segmentation (discover primary customer segment, alternate customer segments, early adapters)
- Early insights on pricing, cost, and margins

WFNEN 102

FOUNDATION PROGRAMME IN ENTREPRENEURSHIP: PRACTICE

40 Hours, to be taken over one semester. Students' time commitment will be 3-4 hours per week, depending upon semester duration.

Learning Outcomes: At the end of this course, the students will be able to:

- Acquire the skills and knowledge related to the various phases in venture creation process such as creating a business model and building a prototype.
- Practice entrepreneurship by forming and running a Campus Venture as part of a team.

Topics to be covered

- Customer Development and Experience
- Testing product (or service) to market fit
- Understanding basics of unit economics, cost and profitability
- Evaluate the efficiency with which customers can be captured and kept
- Early insights on cost of customer acquisition
- Clarifying the value proposition
- Business Model and Plan
- Refining the product/service
- Establish the success and operational matrix
- Other Stakeholder Validation :
 - Test angel investor interest in the solution
 - Pitching to others (Investors, partners, potential key hires)
 - Obtaining seed funding and making the first key hires
 - Validate interest from Partners, Channels

WFNEN103

INTERMEDIATE PROGRAMME IN ENTREPRENEURSHIP: START-UP

40 Hours, to be taken over one semester. Students' time commitment will be 3-4 hours per week, depending upon semester duration.

Learning Outcomes: At the end of this course, students will be able to:

- Launch a sustainable venture with a valid business model, with co-founder(s) on or off campus, and real paying customers.
- Create and validate a business model and business plan for their idea.
- Develop the Minimum Viable Product (MVP).
- Implement an inexpensive and optimum Go-to-Market plan for their business.
- Craft and present an effective business pitch for investors, partners and other stakeholders.
- Gain in-depth knowledge and relevant skills about a specific vertical.
- Students build a prototype or service, generate jobs and revenue.

Topics to be covered

- Identify the vertical you will operate in and the business opportunity.
- Understand your customers and accurately assess market opportunity.

- Minimum Viable Product and the lean method
- Develop and validate a business model for your venture
- Translate your Business Model into a Business Plan.
- Visioning for your venture
- Take your product or service to market.
- Deliver an investor pitch to a panel of investors.
- Identify possible sources of funding for your venture – customers, friends and family, Angels, VCs, Bank Loans and key elements of raising money for a new venture.
- Marketing Your Business :
 - Get to market Plan
 - Effective ways of marketing for start-ups – Digital and Viral Marketing
- Hire and Manage a Team
- Managing start-up finance : The Concept of Costs, Profits, and Losses
- Manage your Cash Flow :Analyse your Financial Performance
- Legal and regulatory aspects for starting up specific to your venture
- Enhancing the growth process and creating scalability (customers, market share, and/or sales)
- Thorough understanding of market size, costs, margins, delivery channels, customer acquisition costs
- Identify areas to build efficiency (product making, service delivery, and channels - key areas of the BM Canvas are identified by now).
- Finalize business model and plan.
- Have a 1-2 year roadmap and trajectory.

Fees of the course

A nominal fee of Rs. 1000 per student per semester will be charged which includes the online study material alongwith the classroom learning sessions.

Certification

Upon successful completion of each module the student would undergo an online examination passing which entitles a student to a certificate issued by The Ministry of Skill Development, Government of India.

Classes

Classes will be held for two days per week (30 hours per module)

Procedure of Registration

Admission form will be available at the college office from the 1st week of January, 2018.

For more information all the perspective candidates can log on to <http://www.pmyuva.org/>

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