

# **JAWAHARLAL COLLEGE OF ENGINEERING AND TECHNOLOGY**

**JAWAHAR GARDENS, LAKKIDI MANGALAM P.O, PALAKKAD 679301**

**Approved by AICTE, Affiliated to APJ Abdul Kalam Technological University**



## **ENTREPRENEURSHIP PROGRAM UNDER PM-YUVA YOJANA**

**(MINISTRY OF SKILL DEVELOPMENT & ENTREPRENEURSHIP)**

**Government of India**



In order to promote and encourage budding entrepreneurs, JAWAHARLAL COLLEGE OF ENGINEERING AND TECHNOLOGY 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**

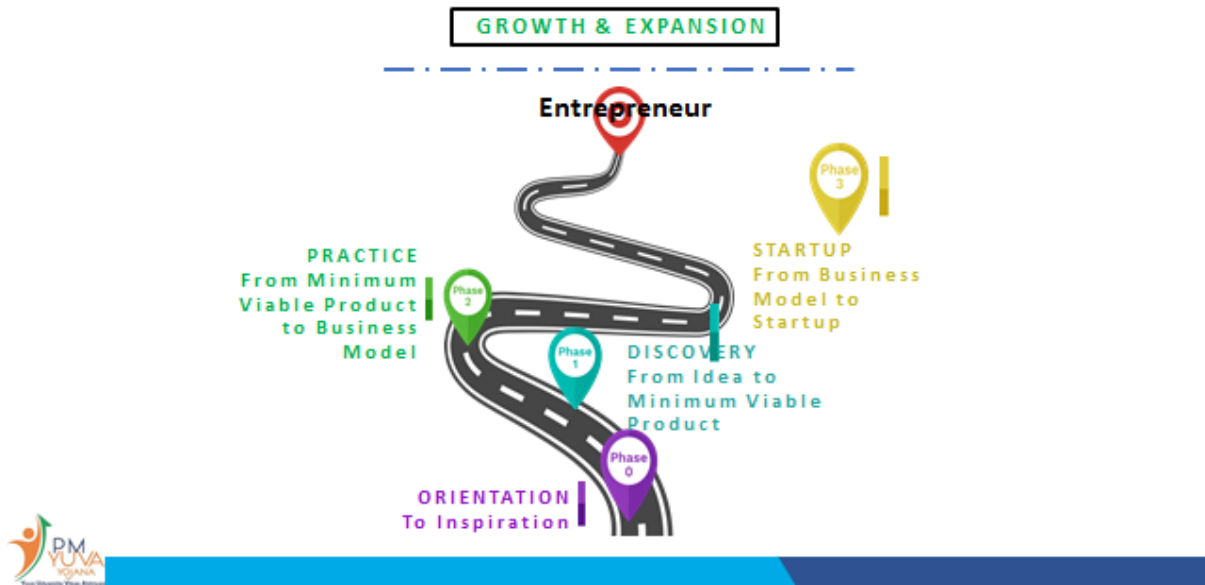
- The scheme is conceptualized with the idea of providing an E-learning platform to deliver the entrepreneurship education/ training.
- The entire course material will be easily accessible online providing equal opportunity to benefit all the aspiring entrepreneurs.
- The faculty facilitators are well 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 modules.

## **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**

- WFEN 100 Orientation Program in Entrepreneurship (Orientation)
- WFEN 101 Basic Program in Entrepreneurship (Discover)
- WFEN 102 Foundation Program in Entrepreneurship (Practice)
- WFEN 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)

