IGNITE

An Entrepreneurship Education Course By Wadhwani Foundation

Creating Jobs Changing Lives

Syllabus for Ignite 5.0 course by Wadhwani foundation

Proposed Course Title: Entrepreneurship and New Venture creation / Entrepreneurship Development

Course Type-

Credits- 3

Preamble:
An Entrepreneurship Course intended to build inspiration, aspiration, knowledge, skills, networks, practical experience, and confidence to Start-up a new Venture.

Relevance: All Streams – All Branches

Course type-

UG – year 2, 3, 4

Credits- 3

Prerequisite: Nil.
The course will be generic to all engineering / other disciplines and will not require specialized preparation or prerequisites

Course Learning Objectives

Course Objectives

By the end of the program, students will be / able to:

1. Inspired; develop entrepreneurial mind-set and attributes; entrepreneurial skill sets for venture creation and intrapreneurial leadership
2. Apply process of problem-opportunity identification and feasibility assessment through developing a macro perspective of the real market, industries, domains and customers while using design thinking principles to refine and pivot their venture idea.
3. Analyse Customer and Market segmentation, estimate Market size, develop and validate Customer Persona.
4. Initiate Solution design, Prototype for Proof of Concept. Understand MVP development and validation techniques to determine Product-Market fit
5. Craft initial Business and Revenue models, financial planning and pricing strategy for profitability and financial feasibility of a venture. Understand relevance and viability of informal and formal funding with respect to different business models.
6. Understand and develop Go-to-Market strategies with a focus on digital marketing channels.
7. Understand and apply story telling skills in presenting a persuasive and defensible Venture Pitch.

Course Content

Twelve learning modules organized over 14 weeks in the following logical flow of units

Unit I: Entrepreneurship Fundamentals & Context

Meaning and concept, attributes and mindset of entrepreneurial and intrapreneurial leadership, role models in each and their role in economic development. An understanding of how to build entrepreneurial mindset, skillsets, attributes and networks while on campus.

Core Teaching Tool: Simulation, Game, Industry Case Studies (Personalized for students – 16 industries to choose from), Venture Activity

Unit II: Problem & Customer Identification

Understanding and analysing the macro-Problem and Industry perspective, technological, socio economic and urbanization trends and their implication on new opportunities. Identifying passion, identifying and defining problem using Design thinking principles. Analysing problem and validating with the potential customer. Iterating problem-customer fit. Understanding customer segmentation, creating and validating customer personas. Competition and Industry trends mapping and assessing initial opportunity.

Core Teaching Tool: Several types of activities including Class, game, Gen AI, 'Get out of the Building' and Venture Activity.

Unit III: Solution design, Prototyping & Opportunity Assessment and Sizing

Understanding Customer Jobs-to-be-done and crafting innovative solution design to map to customer's needs and create a strong value proposition. Developing Problem-solution fit in an iterative manner. Understanding prototyping and MVP. Developing a feasibility prototype with differentiating value, features and benefits. Initial testing for proof-of-concept and iterate on the prototype. Assess relative market position via competition analysis, sizing the market and assess scope
and potential scale of the opportunity.

Core Teaching Tool: Venture Activity, no-code Innovation tools, Class activity

Unit IV: Business & Financial Model, Go-to-Market Plan

Introduction to Business model and types, Lean approach, 9 block lean canvas model, riskiest assumptions to Business models. Importance of Build - Measure – Lean approach.

Business planning: components of Business plan- Sales plan, People plan and financial plan.
Financial Planning: Types of costs, preparing a financial plan for profitability using financial template, understanding basics of Unit economics and analysing financial performance.

Introduction to Marketing and Sales, Selecting the Right Channel, creating digital presence, building customer acquisition strategy.

Choosing a form of business organization specific to your venture, identifying sources of funds: Debt & Equity, Map the Start-up Lifecycle to Funding Options.

Core Teaching Tool: Founder Case Studies – Sama and SecurelyShare; Class activity and discussions; Venture Activities.

Unit V: Scale Outlook and Venture Pitch readiness

Understand and identify potential and aspiration for scale vis a vis your venture idea. Persuasive Storytelling and its key components. Build an Investor ready pitch deck.

Core Teaching Tool: Expert talks; Cases; Class activity and discussions; Venture Activities.

Suggested Reading:

- Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha (2020). Entrepreneurship, McGrawHill, 11th Edition.
- Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business
- Osterwalder, A., & Pigneur, Y. (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley & Sons.
- Simon Sinek (2011) Start with Why, Penguin Books limited
- Brown Tim (2019) Change by Design Revised & Updated: How Design Thinking Transforms Organizations and Inspires Innovation, Harper Business
- Namita Thapar (2022) The Dolphin and the Shark: Stories on Entrepreneurship, Penguin Books Limited
- Saras D. Sarasvathy, (2008) Effectuation: Elements of Entrepreneurial Expertise, Elgar Publishing Ltd

Web Resources

• Learning resource- Ignite 5.0 Course Wadhwani platform (Includes 200+ components of custom created modular content + 500+ components of the most relevant curated content)

Course Outcomes

At the end of the course, students will be able to

1. Develop an entrepreneurial mindset and appreciate the concepts of entrepreneurship, cultivate essential attributes to become an entrepreneur or Intrapreneur and demonstrate skills such as problem solving, team building, creativity and leadership
2. Comprehend the process of problem-opportunity identification through design thinking, identify market potential and customers while developing a compelling value proposition solution
3. Analyse and refine business models to ensure sustainability and profitability
4. Build Prototype for Proof of Concept and validate MVP of their practice venture idea
5. Create business plan, conduct financial analysis and feasibility analysis to assess the financial viability of a venture
6. Prepare and deliver an investible pitch deck of their practice venture to attract stakeholders

Supported Evaluation

Evaluation is designed to measure individual and group work.

Ongoing Assessment components:

Enable remedial action in the classroom by the faculty and additional assistance by AI Tutor.

1. Three System-assessed, randomized short answer type assessments during the 14 weeks to assess individual learner's understanding and internalization of core concepts - includes questions of
   a. multiple choice
   b. fill in the blanks
   c. match the options
   d. 'true and false'

2. Two interim assessments of the Venture application milestones submission via the platform (teamwork). Simple and easy way for the faculty to assess the milestones and the team's work.

Final Assessment component:

Assessment that provides an overall assessment of learning and application. Evaluated by faculty against an assessment rubric.

1. Final Venture Idea Pitch submission and presentation (team application work) (Students build a Practice Venture with Venture activities progressively leading to the development of a pitch presentation deck with various milestones to mark advancement. It is reflection of their learning as well as a practical application of concepts to identifying, building and validating a venture idea.)

Additional evaluation mechanisms: In Addition to this, mandatory individual exercises are embedded in the course, faculty can use those for any additional evaluation that they may need to score the students

Teaching Learning Process (Pedagogy), Tools, Student Experience

I. Program Facilitation and Learning Tools

a. **Dynamic Facilitation**: Led by expert facilitators utilizing a comprehensive suite of micro-learning materials.
   - Audio-visual content, written materials, and infographics.
   - Real-world examples enhancing the learning experience.

b. **Interactive Learning**: Engaging case studies, games, simulations, and kinesthetic classroom activities.
   - Focus on current Indian startups to provide context-relevant learning.
   - Aimed at Gen Z learners for informative, immersive and authentic learning experience.

II. Venture Development Activities

a. **Innovation and Strategic Application**: Fostering innovative thinking and strategic problem-solving.
   - Students create Venture Ideas Pitch and feasibility prototypes addressing real-world scalable problem-opportunities.

b. **Practical Experience**: Combining academic rigor with practical, hands-on entrepreneurial activities.
   - Functions as an incubator for aspiring entrepreneurs and intrapreneurial leaders.

III. Anytime, anywhere Gen AI Supported Digital Learning

a. **Multi-Modal Digital Tools**: A range of digital resources available for students.
   - Comprehensive concept and reference guides and handbooks.
   - AI Tutor and AI Assistant to enhance learning and application via development of a feasible Venture Idea Pitch.

IV. Ongoing Inspiration and Learning with Practitioners

1. **Seminars, Workshops and Masterclasses**: Access to live talks and specialized classes running through each semester.
    - Founder stories, including social entrepreneurs.
    - Technology Trend and Industry Opportunity sessions
    - Innovation and IPR Management session
    - Startup Ecosystem overview

V. Certification and Community Engagement

a. **Recognition and Networking**: Opportunities available upon course completion.
    - Venture Ideas Pitch Deck evaluation for certification by organizations like the Wadhwani Foundation.
    - Access to a global community fostering connections and support for competitions.
    - Group mentoring and individual mentorship sessions to further guide students.