



IGDTUW-Anveshan Foundation

IGDTUW Campus

Kashmere Gate, Delhi-110006

<http://www.anveshanfoundation.org>

40 Hours Online Certificate Course on

‘Entrepreneurship & Start-up Management’

1. Introduction:

Indira Gandhi Delhi Technical University for Women (IGDTUW) has promoted and incorporated a separate Section 8 Company under the Company’s Act 2013 to propagate entrepreneurial culture and ecosystem specially among women. All kind of facilitation in four phases of complete incubation and venture development cycle i.e., i) Pre-incubation (Pre-revenue), ii) Incubation (revenue), iii) Acceleration and iv) Post-incubation are provided by IGDTUW-Anveshan Foundation. IGDTUW-Anveshan Foundation is funded by the Directorate of Training & Technical Education (DTTE), Government of NCT of Delhi and the Department of Science and Technology (DST), Government of India.

IGDTUW Anveshan Foundation launches a unique kind of online Course on ‘Entrepreneurship & Startup Management’ to provide entrepreneurial knowledge to the college/ university students and motivate/ facilitate budding entrepreneurs. This Course examines all the necessary domains under Entrepreneurship’ including successful start-ups strategies, business models, frameworks, and arrangement of funding etc.

2. Course Objectives:

- To educate and train budding entrepreneurs towards Potential Entrepreneurs.
- To create new enterprises, capturing new markets, new technologies and processes.
- To foster innovation and agility by budding entrepreneurs specially women led initiatives and
- To make participants understand the Indian Entrepreneurial Ecosystem and explaining them the keys for business success.

3. Who Should Attend | Eligibility:

- Anyone active in the entrepreneurial ecosystem/ student/ aspiring entrepreneur/ promoter of a start-up/ professionals

4. Course Fee:

- Rs. 1600/- (Rs. One Thousand Six Hundred Only)

5. Course Outcomes:

After completion of the Course, the participants would be able to:

- Understand critically Entrepreneur, Entrepreneurship, Innovation and Business Incubation
- Develop Entrepreneurial thinking from cognitive thinking.
- Comprehend the role of bounded rationality, framing, causation and effectuation in entrepreneurial decision making.
- Create/ produce a saleable minimum viable product(s) and/or services as per the requirement of the market.
- Demonstrate an ability to design a business model canvas.
- Evaluate the various sources of raising finance for start-up ventures.
- Understand the fundamentals of developing and presenting business pitching to potential investors.

6. Pedagogy

The teaching pedagogy, assignments and project guidance will be a blend of teaching, learning techniques and heuristic experience including the followings.

Course	Major Heads	Duration	Pedagogy
40 Hours Online Course on 'Entrepreneurship & Startup Management'	Online Sessions (36 hours)	Two to Three Months	Online lectures, Case Studies, Group Work and Interactive discussions.
	Assignments (04 hours)	Along with online sessions	Assignments are to be given and submitted online

7. Evaluation Scheme

After successfully completing the Course individual's performance will be evaluated. Evaluation will be based upon three parameters as mentioned below.

Parameters	Mode	Maximum Marks
1. Written Examination	Online	60
2. Assignments (03) – Two quizzes of 10 marks each and one pitch-deck submission of 20 marks.	Online	40
Total		100
Minimum Passing Marks		45

8. Certification

Upon successful completion of the Course, participants will be awarded a Certificate of attending the Three Months Course on 'Entrepreneurship & Startup Management' by 'IGDTUW Anveshan Foundation'.

Certificates will be distributed in a felicitation ceremony online/ offline at Indira Gandhi Delhi Technical University for Women, Kashmere Gate, Delhi.

9. Contents and Course Plan

Session Number	Contents
Section A	Innovation in Entrepreneurship and Business Idea Generation
1	Introduction of Entrepreneur and Entrepreneurship
2	Innovation: Key of Entrepreneurship
3	Cognitive, Creative and Entrepreneurial Thinking
4	Business Idea Generation
5	Entrepreneurial Ecosystem
Section B	Entrepreneurial Mindset and Getting Prepared
6	Design Thinking
7	Lean Start-up
8	Understanding and evaluating market opportunities
9	Complete Road Map of Entrepreneurship
10	How to incorporate a company in India
Assignment 1 (Quiz)	
Section C	Product Development and Integration with Marketing
11	Prototype and Exemplar Mode
12	Product Development and Refinement
13	IPR facilities in India
14	How to file a patent in India
15	Innovation in Business Processes
Section D	Startup Strategies and Inclusive Growth
16	Start-up Strategies for sustainability
17	Study of First, Second and Later Movers in the market
18	Inclusive and Sustainable Development
19	Ethics and Corporate Governance
20	Time, Stress and Network Management
Assignment 2 (Quiz)	
Section E	Functional Areas Strategies
21	Marketing Strategies for Startups - I
22	Marketing Strategies for Startups - II
23	Human Resource Management for Start-ups
24	Financial Management for Startups
25	Integration of Functional Areas of Businesses
Section F	Pitch Deck, Reports, Presentations
26	Pitch Deck Format and its Components - I
27	Pitch Deck Format and its Components - I
28	Project Report and Business Plan - I
29	Project Report and Business Plan - II
30	Presentation and Pitching Skills
Assignment 3	
Section G	Incubation Centres and Major Schemes
31	Innovations Centres and Business Incubators in India
32	Various Government Schemes for Start-ups - I
33	Various Government Schemes for Start-ups - II
34	Various Government Schemes for Start-ups - III
35	Take away for Start-ups

Section H	Interaction with Investors
36	Individual and Institutional Investors - I
37	Individual and Institutional Investors - II
38	Term sheet format - I
39	Term sheet format - II
40	Due Diligence and Other Legal Documents
End-Term Examination	

10. Key Resource Persons

Resource Persons for conducting the Course would be

- i) Staff Members of IGDTUW Anveshan Foundation, a business incubation centre of Indira Gandhi Delhi Technical University for Women and,
- ii) Mentors and Consultants associated and empanelled with IGDTUW Anveshan Foundation.

11. Important Dates

Last date to apply:	19 th August, 2023 (Saturday)
Course Starting Date:	21 st August, 2023 (Monday)
Assignment 1 - 3 Submission Date:	to be notified to registered participants
Written Examination Date:	Last Week of November / First Week of December
Result Declaration Date:	By end of December

Registered Participants will get notification/ information before and during the course via email/ WhatsApp group.

12. Link to Register

<https://forms.gle/PcEFwi7d6K1w2wM9A>



(SCAN TO REGISTER)

13. Bank's Details for Fee Payment

S.N.	Particulars	Details
1	Name & Address of the Beneficiary	IGDTUW Anveshan Foundation
2	Account Number of the Beneficiary	09001000021199
3.	Name & Address of the Bank Branch	Punjab & Sind Bank GGSSIP University, Kashmere Gate Delhi - 110006
4	Fee (Amount to be transferred)	Rs. 1600/-
5	IFSC Code	PSIB0001098

Any queries could be emailed at anveshan@igdtuw.ac.in