



FOUNDATIONAL COURSE IN ENTREPRENEURSHIP (FIRST OF THE TWO-PART SERIES)

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COURSE GOALS

Students will develop an entrepreneurial mindset through this two-course program.

In this first course, students will:

- Learn the concepts and develop skills for identifying new business opportunities and creating innovative products and services.
- Learn how to translate these products/services into viable and sustainable businesses.
- The course journey includes *ideation* to a *prototype* and *early customers*.

TARGET AUDIENCE

Any 3rd or 4th year undergrad or graduate student.

COURSE OVERVIEW

This course is the first of a two-part entrepreneurship development curriculum from Wadhvani Foundation. The aim of this course is to equip students to develop an entrepreneurial mindset and become future entrepreneurs. It is designed to help them learn and practice the skills necessary to identify and develop an opportunity into a new venture.

In this course, the students will learn about themselves, the risks and rewards in choosing entrepreneurship as a career option, and how to identify new business opportunities and quickly validate them by building a series of prototypes of their product/service and test it with an initial set of customers.

COURSE PEDAGOGY

This course follows Wadhvani Foundation's "*Watch-Think-Do*" pedagogy in a highly experiential learning format.

WATCH - Provides the concepts and frameworks through a concept video or animation

THINK - Knowledge Check questions during and after the videos, exercises, and class activities encourage students to reflect on the concepts presented and internalize them

DO - Students collaborate within their teams to complete the assigned activities and assignments for their practice ventures. The course also offers a 360 degree real-world exposure to students in the form of live sessions from Industry experts and top entrepreneurs who share their learnings from their own entrepreneurship journey.

The aim of this course is to equip students to develop an entrepreneurial mindset and become future entrepreneurs.

KEY LEARNINGS

- Self-assessment to determine if entrepreneurship is for them
- Identify, analyze and validate new business opportunities
- Create and define competitive advantage
- Business models
- Team building
- Revenue, costs, and profits
- Financing new ventures
- Sales and Marketing basics
- Basics of business regulations and compliances
- Project management basics for tracking activities/progress
- How to get help to get started

The center of this pedagogy is the “*Do.*” These real-world experiences and activities are integrated into the pedagogy to strengthen the concepts learned during the program and ensure that the overall approach is highly experiential.

COURSE ORGANIZATION

The course is organized into lessons and sessions, comprising:

- Videos
- Activities
- Assignments
- Quizzes
- Capstone Project

The students will build a practice venture as they progress through this course, applying the tools and concepts that they learn. All the activities, assignments, and the Capstone Project are in the context of their practice venture.

LEARNING APPROACH

- Students work on a practice venture as they progress through the course. This starts with the Foundational Course in Entrepreneurship and continues in the second course. Students form teams, invest a small amount of money in a practice venture, and run it on campus.
- This course follows the *Lean Startup* approach and uses the *Lean Canvas* as a tool to quickly capture the business model on a single page and go to an initial set of customers to validate the key assumptions.

COURSE MATERIALS AND PLATFORM

- All the videos are accessible on Wadhvani Foundation's LearnWise™ platform.
- Materials for all activities, assignments, and quizzes are also available on Wadhvani Foundation's LearnWise™ platform.
- Faculty notes can also be downloaded from LearnWise™ by the faculty.

COURSE REQUIREMENTS

- Broadband Internet connection (minimum of 10 MBPS or faster)
- Access to LearnWise™ platform

COURSE DURATION

Classroom Hours	Outside Classroom Hours (Assignments)	Total Hours (Student Investment Time)
38 hours	37 hours	75 hours

LESSON	COVERAGE	ACTIVITIES
Self-Discovery	<ul style="list-style-type: none"> Identifying your strengths Effectuation and how it can help you get started Identifying your entrepreneurial style using Wadhvani Foundation's 5M model 	<ul style="list-style-type: none"> Watch videos Group activity Case study
Opportunity Discovery	<ul style="list-style-type: none"> Identify problems worth solving through JTBD Introduction to design thinking; using empathy to further flesh out the problem identified Validate the problem by running interviews Seek solutions to the problem via brainstorming Do a back-of-the-envelope calculation to find out the viability of the business solution 	<ul style="list-style-type: none"> Watch videos Group activity Group discussion Field activity (Run problem interviews with prospects/potential customers)
Customer and Solution	<ul style="list-style-type: none"> Understand who is the customer, who is the consumer, what are the market types Identify customer segments and niche Identify jobs, pains, gains, and early adopters, and use them to craft your value proposition Establish your venture's unique value proposition and competitive advantage 	<ul style="list-style-type: none"> Watch videos Group activity Group discussion
Business Model	<ul style="list-style-type: none"> Basics of Business Model and Lean Approach Introduction to the Lean Canvas and understand the various components Sketch a business model for your venture using the Lean Canvas Identify the riskiest assumptions of your model 	<ul style="list-style-type: none"> Watch videos Group activity Field activity (Competition Analysis)
Validation	<ul style="list-style-type: none"> Refine your value proposition using the Blue Ocean Strategy Build Solution Demo and conduct Solution Interviews Fine-tune your canvas based on research and customer feedback 	<ul style="list-style-type: none"> Watch videos Group activity (Four Actions Framework, Building the Solution Demo and MVP)

LESSON	COVERAGE	ACTIVITIES
	<ul style="list-style-type: none"> Product-Market Fit – Build and iterate rapid prototype(s) to validate with early customers 	<ul style="list-style-type: none"> Field activity (Conduct MVP interviews)
Finance	<ul style="list-style-type: none"> Understand the cost structures of your products/services Understand revenues, margins, and profits, Bootstrapping and Initial Financing Evaluate the pros and cons of each option Practice creating a pitch for your venture 	<ul style="list-style-type: none"> Watch videos Group activity Case Study Roleplay (Create a pitch and Presentation to class)
Team	<ul style="list-style-type: none"> Shared leadership and the importance of a good team for a venture’s success Define the roles and responsibilities for your team How to identify the right team members Explore team collaboration tools such as Slack Practice pitching to potential employees 	<ul style="list-style-type: none"> Watch videos Roleplay (Adopting Shared Leadership) Group activity Roleplay (Pitch to potential employees) Group activity
Marketing & Sales	<ul style="list-style-type: none"> Positioning and branding – Getting the word out about your new product/service Identify the channels available to reach your potential customers Make a Sales Plan using the Funnel approach Develop selling skills – One-to-one selling 	<ul style="list-style-type: none"> Watch videos Group activity Field assignment (Selling to actual customers)
Support	<ul style="list-style-type: none"> Use basic project management to track your activities and progress Basics of business regulations of starting and operating a business Importance of compliance and keeping proper documentation How to find help to get started 	<ul style="list-style-type: none"> Watch videos Group activity Field activity (Interviewing entrepreneurs and business owners) Class discussion (Advantages of different legal entities)

LESSON	COVERAGE	ACTIVITIES
Final Project	<ul style="list-style-type: none"> • Presentation Day – Teams present their practice venture, including the business model, the prototype, and key learnings to their classmates, faculty, and other entrepreneurs 	<ul style="list-style-type: none"> • Presentation (Final practice venture project)





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Note: As the subject of entrepreneurship is constantly evolving, the contents and syllabus of this course are subject to change at the discretion of Wadhvani Foundation.