



**PROPOSAL TO CONDUCT ONE MONTH
CERTIFICATE COURSE ON INNOVATION & ENTREPRENEURSHIP**
2 Credit Course – 36 Hours – Hybrid Mode

INTRODUCTION:

The Entrepreneurship Development Program aims to empower aspiring entrepreneurs with the knowledge, skills, and mindset necessary to navigate the challenges of starting and growing a successful business. This comprehensive program provides a holistic approach to entrepreneurship education, combining theoretical knowledge with practical application and real-world experiences.

TARGET AUDIENCE:

The program is designed for individuals who have a passion for entrepreneurship and are considering starting their own ventures or seeking to enhance their entrepreneurial skills within existing organizations. It caters to both early-stage entrepreneurs with little or no business experience and individuals who have some entrepreneurial exposure but want to refine their skills and knowledge.

COURSE OBJECTIVES:

- **Develop an entrepreneurial mindset:**
 - Foster a mindset that embraces creativity, innovation, and calculated risk-taking.
 - Cultivate resilience, adaptability, and problem-solving skills required in entrepreneurship.
- **Business planning and strategy:**
 - Enable participants to create comprehensive business plans, including market analysis, competitive positioning, and strategic decision-making.
 - Provide tools and frameworks to evaluate and refine business ideas for viability and scalability.
- **Practical skills for business success:**
 - Equip participants with essential skills in marketing, sales, finance, operations, and team management.
 - Offer hands-on training in areas crucial to entrepreneurial success, such as customer acquisition, financial management, and effective communication.
- **Networking and collaboration:**
 - Facilitate networking opportunities among participants, mentors, successful entrepreneurs, and industry experts.
 - Encourage collaboration through group projects, workshops, and interactive sessions to foster a supportive entrepreneurial ecosystem.

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- **Financial literacy and funding strategies:**
 - Enhance participants' financial literacy, teaching them to manage budgets, analyze financial statements, and make informed financial decisions.
 - Educate participants on various funding options, including bootstrapping, crowd funding, and angel/venture capital investment.
- **Ethics and sustainability in entrepreneurship:**
 - Promote ethical behavior and social responsibility in business operations.
 - Highlight the importance of integrating sustainable practices to create long-term value and contribute to the greater good.

COURSE DURATION AND STRUCTURE:

- The Entrepreneurship Development Program will be conducted over a period of 1 Month (36 Hours), consisting of both online and offline (Hybrid Mode) components. The program will feature interactive lectures, case studies, hands-on exercises, guest speaker sessions, and group discussions. Participants will also have access to online resources, mentorship support, and a dedicated online platform for networking and collaboration.

EXAMINATION & CERTIFICATION:

- Online / Offline examination will be conducted at the end of the course.
- Examination Score will be calculated on the basis of attendance, marks in the examination and project work.
- Certificates will be issued to all the participants who score more than 50%.

EXPECTED OUTCOMES:

By the end of the program, participants will:

1. Possess an entrepreneurial mindset, with the ability to identify and evaluate business opportunities.
2. Demonstrate proficiency in developing comprehensive business plans and implementing effective strategies.
3. Acquire practical skills in marketing, finance, operations, and team management.
4. Establish a network of mentors, industry experts, and like-minded entrepreneurs.
5. Understand financial management principles and funding options to support their ventures.
6. Embrace ethical practices and incorporate sustainability into their business models.

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SYLLABUS (36 HRS)

Unit- 1: Introduction to Entrepreneurship & Entrepreneur – 6 Hr

- Meaning of innovation, difference between discovery and innovation, types of innovation, impact of innovation, and models of innovation.
- Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, Myths about entrepreneurs, and future of entrepreneurship types of entrepreneurs
- Qualities of successful entrepreneur, the skills/ traits required to be an entrepreneur, Creative and Design Thinking, the entrepreneurial decision process, skill gap analysis, and role models, mentors and support system, entrepreneurial success stories.

Unit- 2: Idea Generation, Idea Evaluation & Feasibility Analysis – 8 hrs

- Sources of business ideas, how to find & assess ideas? Where to find data for ideation? What is a good problem? Opportunity recognition
- Design thinking for finding solutions, prototyping, idea evaluation, entrepreneurial Outlook, value proposition design, customer insight, ideas development , capstone project presentation.
- Product/Service Feasibility Analysis, Industry & competition analysis, environment analysis, financial feasibility analysis.

Unit- 3: Business model/Plan & Product/ Market Fit – 8 hrs

- Meaning and significance of a business plan, components of a business plan, and feasibility study, Iterating the MVP, Digital Presence for Ventures, Clarifying the value proposition, Guidelines for writing BP, pre-requisites from the perspective of investor
- The importance and diversity of business model, how business model emerge, potential fatal flaws of business models, components of an effective business model, core strategy, strategic resources, partnership network, customer interface.
- Understanding basics of unit economics, cost and profitability, refining the product/service, establish the success and operational matrix, Starting Operations.

Unit- 4: Develop and validate business model - 6 hrs

- Value Proposition, Customer Segments, Channels and Partners, Revenue Model and Streams, Key Resources, Activities, and Costs Customer Relationships and Customer.
- Translate Business Model into a Business Plan, Visioning for venture, Take 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.

Unit- 5: Business Supports, Startups and Testimonials - 8 hrs

- Business Licenses, business permits, choosing a form of business organization, sole proprietorship, partnership, corporations, Limited Liability Company. The Concept of Costs, Profits, and Losses, Manage your Cash Flow, analyse your Financial Performance, budgeting.
- Establishing an ethical culture for a firm, 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.

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ROLES & RESPONSIBILITIES:

- **Our Role as an Operating & Certification Partner:**
 - Our team will be involved in Creating Course Content, Managing Expert Speakers, Creating graphics / posters of the program, Social media marketing and Scheduling activities.
 - Our involvement will be mainly into Designing Course Content and the execution of the course
 - Managing attendance, examination and issuance of Certificates to the Participants
- **Host Institute:**
 - Your role will be mainly involved into enrolling students, research scholars and faculty members for this course.
 - Scheduling activities / sessions will be based on your academic schedule
 - Payment / fees collection from all the participants

CONCLUSION:

The Entrepreneurship Development Program provides a structured and comprehensive approach to empower aspiring entrepreneurs with the necessary skills and knowledge to succeed in their business endeavors. By focusing on mindset development, practical skills, strategic planning, networking, financial literacy, and ethical considerations, this program equips participants with a strong foundation for entrepreneurial success.

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