

**SHAHEED BHAGAT SINGH COLLEGE
(UNIVERSITY OF DELHI)**

Date: 02.01.2018

ADMISSION NOTIFICATION

**ENTREPRENEURSHIP PROGRAM UNDER PM-YUVA YOJANA
(MINISTRY OF SKILL DEVELOPMENT & ENTREPRENEURSHIP)**

Admissions are opened for **Entrepreneurship Program under PM YUVA YOJANA** at Shaheed Bhagat Singh College Centre. All those interested may visit the College website, i.e., www.sbsc.in for downloading the Admission Form and detail. The program is starting from **15.01.2018**.

The admission will start from **06.01.2018**. The last date for admission is **10.01.2018**.

Those interested may please contact **Mr. Wasif**, Senior Technical Assistant at the Server Room in the College.



(Dr. P.K. Khurana)
Principal

Copy to:

- Student Notice Board
- College Website



ADMISSION FORM
SHAHEED BHAGAT SINGH COLLEGE
(University of Delhi)
Entrepreneurship Program under PMYUVA YOJANA
(Ministry of Skill Development & Entrepreneurship)



Curriculum _____
Module No. _____

Roll No. _____

Form No: _____

CAT: _____

Gender: (M/F/O) _____

Paste Self-attested
Coloured Photograph
& cross sign

Name (Capital Letters) _____

Date of Birth _____ Email ID: _____

Father's Name _____ Mother's Name _____

Religion _____ Nationality _____ State _____

Educational Qualifications:

Last Exam Passed / Degree Obtained	Board /University	Institution	Passing Year	%marks and Division

Local Address _____

_____ Tel./Mob. No . _____

Family Annual Income (Rs.) _____

- (i) All the information provided by me as above is correct to the best of my knowledge and belief.
- (ii) I hereby declare that I shall abide by all the rules and regulations prescribed for the students taking admissions under the PMYUVA YOJANA, Ministry of Skill Development & Entrepreneurship.

Date _____

Signature of Candidate

Admission Granted

Coordinator
PMYUVA Yojana

Principal



(Ministry of Skill Development & Entrepreneurship)

INTRODUCTION TO THE ENTREPRENEURSHIP PROGRAM UNDER PM-YUVA YOJANA AT SHAHEED BHAGAT SINGH COLLEGE CENTRE

In order to promote and encourage budding entrepreneurs, Shaheed Bhagat Singh College 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 module.

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

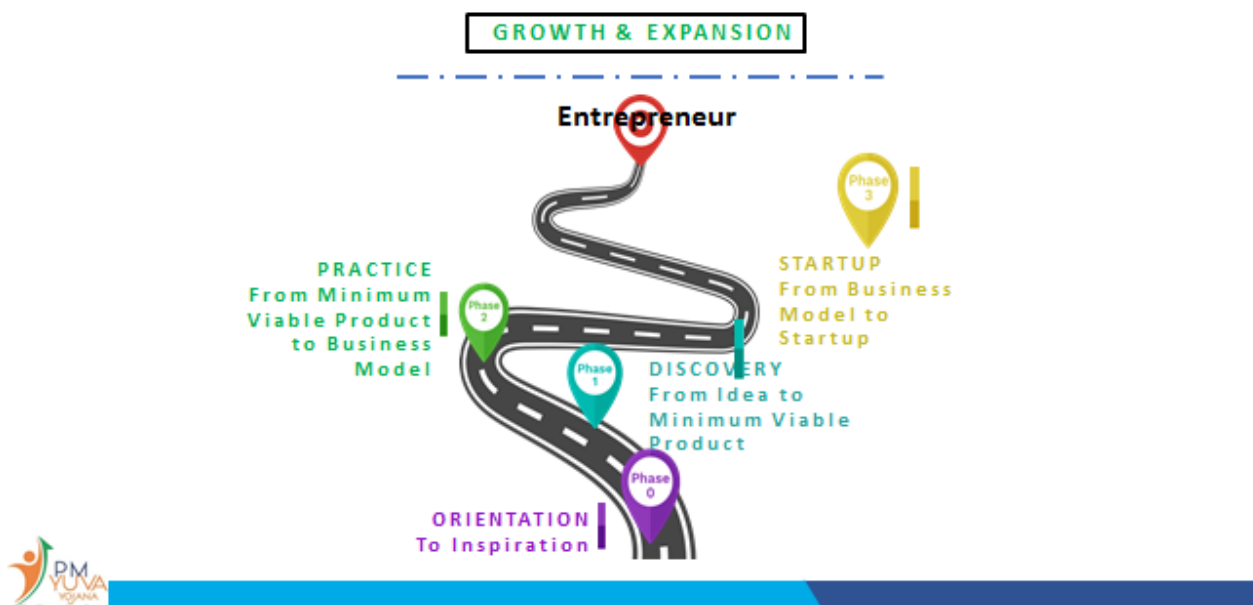
WFNEN 100 Orientation Program in Entrepreneurship (Orientation)

WFNEN 101 Basic Program in Entrepreneurship (Discover)

WFNEN 102 Foundation Program in Entrepreneurship (Practice)

WFNEN 103 Intermediate Program in Entrepreneurship (Startup)

CURRICULUM MODULES



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)
- 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.

Fees of the course

A nominal fee of Rs. 1000/- per student per semester will be charged which includes the online study material alongwith the classroom learning sessions.

Certification

Upon successful completion of each module the student would undergo an online examination passing which entitles a student to a certificate issued by The Ministry of Skill Development, Government of India.

Classes

Classes will be held for two days per week (30 hours per module)

Procedure of Registration

Admission form can be downloaded or it may be obtained from college office from the 1st week of January, 2018. For more information, all the perspective candidates can log on to <http://www.pmyuva.org/>

Key contacts:

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