Title of the Paper	Syllabus for Foundation Course in Entrepreneurship/ Entrepreneurship Foundation Course by Wadhwani Foundation
Credits	2
From Academic Year	2025-26
Sr No	**Heading**	Particulars

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1	**Course Title**	Foundation Course in Entrepreneurship/ Entrepreneurship Foundation Program
2.	**Course Code**	(To be assigned by PAH Solapur University)
3.	**Description of The Program**	The Foundation Course in Entrepreneurship/ Entrepreneurship Foundation Program is designed to equip aspiring entrepreneurs with the knowledge, skills, and network required to build and scale innovative ventures. Through a structured curriculum combining interactive workshops, mentorship, and real-world case studies, participants will develop a deep understanding of business fundamentals, market dynamics, and funding strategies. The program fosters creativity, leadership, and problem-solving abilities, ensuring participants are prepared for the challenges of entrepreneurship. Additionally, hands-on projects and industry exposure enable practical learning, making the program an essential stepping stone for early-stage founders.
4.	Vertical:	✓ Skill Enhancement / × Ability Enhancement / ✓ Open Elective
5.	Type	Theory and Practical
6.	Credit	2 credits
7.	Hours allotted	30 hours
8.	Marks allotted	50 marks
9.	**Objectives of the Program**	

9. **Objectives of the Program**

The main objectives of the **Foundation Course in Entrepreneurship/ Entrepreneurship Foundation Program** are to:

- Inspire students to develop an entrepreneurial mindset and attributes, and gain skill sets for venture creation and intrapreneurial leadership.
- 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.
- Analyse Customer and Market segmentation, estimate Market size, develop and validate Customer Persona.
- Initiate Solution design, Prototype for Proof of Concept. Understand MVP development and validation techniques to determine Product-Market fit
- 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.
- Understand and develop Go-to-Market strategies with a focus on digital

		marketing channels.
	•	Understand and apply story telling skills in presenting a persuasive and defensible Venture Pitch.
10.	**Program Outcomes**	
	After completing the Foundation Course in Entrepreneurship/ Entrepreneurship Foundation Program, participants will:	
	•	Develop a strong entrepreneurial mindset and the ability to identify business opportunities.
	•	Gain practical knowledge in business model development, financial planning, and market strategy.
	•	Learn how to create and deliver effective startup pitches to investors and stakeholders.
	•	Enhance leadership, teamwork, and decision-making skills critical for business success.
	•	Understand the fundamentals of fundraising, including venture capital, bootstrapping, and grant applications.
	•	Build a professional network through interactions with mentors, industry leaders, and successful entrepreneurs.
	•	Improve problem-solving and adaptability, enabling them to navigate business challenges.
	•	Work on a real-world startup project or MVP (Minimum Viable Product) to apply their learnings.
	•	Develop a customer-centric approach to building and scaling a business.
	•	Learn the importance of branding, marketing, and digital presence for a startup.
	•	Understand legal and regulatory aspects, including compliance and intellectual property rights.
	•	Cultivate a growth mindset, resilience, and risk-taking ability essential for entrepreneurship.
	•	Implement a community engagement or impact-driven project that aligns with social entrepreneurship goals.
11.	**Modules: Outlined below**	

Module 1:	*Credit: 0.5*

Unit 1: Entrepreneurship Fundamentals & Context	

a.	**Introduction to Entrepreneurship**
	I. Meaning and concept of entrepreneurship
	II. Attributes and mindset of entrepreneurial and intrapreneurial leadership
	III. Role models in each and their role in economic development
b.	**Entrepreneurial Traits & Skills**
	I. How to build an entrepreneurial mindset, skillsets, attributes, and networks while on campus
	II. Importance of resilience, creativity, and leadership in entrepreneurship
c.	**Opportunity Recognition & Problem Identification**
	I. Understanding market gaps and customer needs
	II. Techniques for identifying problems worth solving

d.	**Real-World Application** 　I.　Core teaching tools: Simulation, Game, Industry Case Studies 　II.　Venture Activity for hands-on learning
e.	**Practical Applications** 　I.　Core Teaching Tool: Simulation, Game, Industry Case Studies (Personalized for students – 16 industries to choose from), Venture Activity
Unit 2: Problem & Customer Identification	
a.	**Customer Discovery & Validation** 　I.　Understanding customer needs, behaviours, and pain points 　II.　Techniques for customer interviews and feedback collection 　III.　Validating problem-solution fit through real-world interactions
b.	**Market Research & Industry Analysis** 　I.　Basics of market research and competitive analysis 　II.　Identifying target market segments and early adopters 　III.　Understanding industry trends and opportunities
c.	**Value Proposition Development** 　I.　Defining unique value propositions (UVP) for a startup idea 　II.　Differentiation strategies to stand out in the market 　III.　Aligning business offerings with customer expectations
d.	**Practical Applications & Case Studies** 　I.　Hands-on activities: Customer surveys, industry analysis exercises 　II.　Case studies of startups that leveraged market insights for success
e.	Practical Applications 　I.　Core Teaching Tool: Several types of activities including Class, game, Gen AI, 'Get out of the Building' and Venture Activity.
Module 2:	**Credit: 0.5**
Unit 1: Solution Design, Prototyping & Opportunity Assessment and Sizing	
a.	**Understanding Customer Jobs-to-be-Done** 　I.　Identifying customer needs and pain points 　II.　Crafting innovative solution designs that map to customer needs 　III.　Creating a strong value proposition
b.	**Developing Problem-Solution Fit** 　I.　Iterative approach to refining solutions based on feedback 　II.　Understanding prototyping and Minimum Viable Product (MVP) 　III.　Developing a feasibility prototype with differentiating value, features, and benefits
c.	**Testing and Iteration** 　I.　Conducting initial testing for proof-of-concept 　II.　Gathering user feedback and iterating on the prototype 　III.　Assessing product-market fit
d.	**Market Opportunity & Competitive Analysis** 　I.　Analyzing competition to assess relative market position 　II.　Sizing the market and evaluating business potential 　III.　Assessing scope and potential scale of the opportunity
e.	**Practical Applications**

	I.	Core teaching tools: Venture Activity, No-Code Innovation Tools, Classroom Exercises
Module 3:		**Credit: 0.5**
Unit 1: Business Model & Financial Viability		
a.	**Understanding Business Models**	
	II.	Key components of a business model
	III.	Types of business models and revenue streams
	IV.	Building a sustainable and scalable business model
b.	**Financial Planning & Viability**	
	I.	Basics of financial projections and budgeting
	II.	Understanding unit economics and pricing strategy
	III.	Cost structure, revenue models, and break-even analysis
c.	**Funding & Investment Readiness**	
	I.	Different funding sources (bootstrapping, angel investors, venture capital)
	II.	Preparing a startup for investment and pitching to investors
	III.	Assessing financial risks and mitigation strategies
d.	**Practical Applications**	
	I.	Core teaching tools: Business Model Canvas, Financial Planning Templates, Case Studies
Module 4:		**Credit: 0.5**
Unit 1: Go-To-Market Strategy & Pitching		
a.	**Developing a Go-To-Market (GTM) Strategy**	
	I.	Market entry strategies and customer acquisition channels
	II.	Brand positioning and differentiation strategies
	III.	Sales and distribution models for startups
b.	**Pitching & Storytelling**	
	I.	Crafting a compelling pitch deck
	II.	Effective storytelling techniques for startup founders
	III.	Presenting startup ideas with clarity and confidence
c.	**Customer Engagement & Growth**	
	I.	Understanding customer onboarding and retention strategies
	II.	Leveraging digital marketing and social media for growth
	III.	Building long-term customer relationships and brand loyalty
d.	**Practical Applications**	
	I.	Core teaching tools: Elevator Pitch, GTM Strategy Framework, Startup Showcase
12.	**REFERENCES**	
	•	Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha (2020). Entrepreneurship, McGraw-Hill, 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- Foundation Course in Entrepreneurship/ Entrepreneurship Foundation Course Wadhwani platform (Includes 200+ components of custom created modular content + 500+ components of the most relevant curated content)

13.	**Internal Continuous Assessment (50%)**
	Ongoing Assessment components: Evaluation is designed to measure individual and group work. Enable remedial action in the classroom by the faculty and additional assistance by AI Tutor.
	    i. 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:
	        i. multiple choice
	        ii. fill in the blanks
	        iii. match the options
	        iv. true and false
	    ii. 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.
	Additional evaluation mechanisms: In addition to this, mandatory individual exercises are embedded in the course, faculty may use these for additional evaluation to assess students' performance.

14.	**Semester-End Examination (50%)**
	    i. Final Assessment Component: Assessment that provides an overall assessment of learning and application. Evaluated by faculty against an assessment rubric.
	        a. Final Venture Idea Pitch submission and presentation, based on team-built Practice Ventures. Students progressively develop these ventures through structured milestone activities, reflecting their understanding and application of core entrepreneurial concepts including problem-solution fit, business modeling, and go-to-market planning.
	    ii. Additional Evaluation Mechanisms: In addition to this, mandatory individual exercises are embedded in the course, faculty may use these for additional evaluation to assess students' performance.

15	**Continuous Evaluation through: Tutorial and practicum activities for modules**
	    a. Reflective journal of learning through the course
	    b. Project Work– Community Engagement: "Making A Difference (MAD)"
	
	The evaluation methodology will be conducted in accordance with the Wadhwani

	Foundation's Supported Evaluation framework as outlined in the syllabus.
16	**Format of question paper: Multiple Choice Questions (MCQs)**

17	**Teaching-Learning Methodology (Pedagogy, Tools, and Student Experience)**
	
	I. Program Facilitation and Learning Tools
	
	    a. Dynamic Facilitation: Led by expert facilitators utilizing a comprehensive suite of micro-learning materials.
	        i. Audio-visual content, written materials, and infographics.
	        ii. Real-world examples enhancing the learning experience.
	
	    b. Interactive Learning: Engaging case studies, games, simulations, and kinesthetic classroom activities.
	        i. Focus on current Indian startups to provide context-relevant learning.
	        ii. Aimed at Gen Z learners for informative, immersive and authentic learning experience.
	
	    c. Venture Development Activities
	        i. 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.
	        ii. Practical Experience: Combining academic rigor with practical, hands-on entrepreneurial activities. Functions as an incubator for aspiring entrepreneurs and intrapreneurial leaders.
	
	    d. Anytime, anywhere Gen AI Supported Digital Learning
	        i. Multi-Modal Digital Tools: A range of digital resources available for students. Comprehensive concept and reference guides and handbooks.
	        ii. AI Tutor and AI Assistant to enhance learning and application via development of a feasible Venture Idea Pitch.
	
	    e. Ongoing Inspiration and Learning with Practitioners
	        i. Seminars, Workshops and Masterclasses: Access to live talks and specialized classes running through each semester.
	            1. Founder stories, including social entrepreneurs.
	            2. Technology Trend and Industry Opportunity sessions
	            3. Innovation and IPR Management session
	            4. Startup Ecosystem overview
	
	    f. Certification and Community Engagement
	        i. Recognition and Networking: Opportunities available upon course completion.
	            1. Venture Ideas Pitch Deck evaluation for certification by organizations like the Wadhwani Foundation.
	            2. Access to a global community fostering connections and support for competitions.
	            3. Group mentoring and individual mentorship sessions to further guide students.